

# CONFERENCE BOOK OF ABSTRACT PROCEEDING



Venue: Nine Tree Premier Hotel Myeongdong 2  
Seoul, South Korea  
Date: August 18-19, 2018

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# Book of Abstracts Proceedings

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## **ORGANIZING COMMITTEE**

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## CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- Computer and Software Engineering
- Mechanical & Metallurgical Engineering
- Electrical & Electronics Engineering
- Civil Engineering
- Bio-Technology & Food Technology
- Chemistry & Chemical Engineering
- Physical, Applied and Life Sciences
- Interdisciplinary
- Medical and Health Sciences
- Paramedical Sciences
- Medicine Sciences
- Biological and Life sciences
- Veterinary Medicine and Sciences
- Food Science & Nutrition
- Agricultural sciences
- Interdisciplinary



## CONFERENCE CHAIR MESSAGE

### **Dr. Vincent W Ho**

“International Conference of Akademia Nusa Internasional ” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Vincent W Ho

Conference Chair

Email: [Conferencechair.ani@gmail.com](mailto:Conferencechair.ani@gmail.com)





## CONFERENCE SCHEDULE

**ANISSH-2018**

**Venue: Nine Tree Premier Hotel Myeongdong 2**

**Time: Registration & Kit Distribution (09:00 - 09:30 am)**

**Day: Saturday**

**Date: August 18, 2018**

**Venue: Room 1**

09:30 am - 09:40 am	Introduction of Participants
09:40 am - 09:50 am	Inauguration and Opening address
09:50 am - 10:00 am	Grand Networking Session

**Tea/Coffee Break (10:00 - 10:30 am)**



**DAY 01 Saturday (August 18, 2018)**

**First Presentation Session (10:30 - 12:00 am)**

**Venue: Room 1**

**Session Chair: Dr Vincent W Ho**

<b>Paper ID</b>	<b>Manuscript Title</b>	<b>Prester Name</b>
	<b>Track A: Business, Economic, Social Sciences and Humanities</b>	
SEO-388-101B	The Roles of The Royal State Railways of Siam and Chiang Mai Tourism during 1921-1932	Suttisak Sawangsak
SEO-388-102B	Chumphon Khet Udomsak Sea Venturer: Royal Thai Navys Ideal Seaman via Biography of Admiral Prince of Chumphon in CE 1960	Kanest Kangwansurakry
SEO-388-103B	BNK48 a Thai-Japanese Cultural Commodity in the Stagnation of Thai Music Business: Contemporary Entertainment Business History	Dome Kraipakorn
ASBES-AUG-111	Womens Understanding of ICT at Coastal Area	Mr. Amiruddin Saleh
ASBES-AUG-112	Integrated Innovative Training And Value Chain Development Strategy Of Small Scale Cattle Farmers	Eko Ruddy Cahyadi
SBTM-088-ANI103	Smart Farming Facilitated through the Integration of IoT and Artificial Intelligence	Prudhvi Raju Gadiraju

**Lunch Break & Ending Note**



## **Conference Day 02 (August 19, 2018)**

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.



***TRACK A***

***BUSINESS, ECONOMICS SOCIAL SCIENCES AND HUMANITIES***



# The Roles of The Royal State Railways of Siam and Chiang Mai Tourism during 1921-1932

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**Keywords:** History of Tourism, The Royal State Railways of Siam, Bangkok, Chiang Mai

This article aimed to study the role of The Royal State Railways of Siam and Chiang Mai tourism between year 1921 and before the government reform in year 1932 in the aspect of the roles and procedures of promoting tourism as well as the changes in Chiang Mai, resulting from tourism promotion by The Royal State Railways of Siam. The researcher explored related documents and historical evidences such as document of National Archives of Thailand, documents of The Royal State Railways of Siam, brochures, advertisement, travel memo, and memorandum. From the study, it was found that the role of The Royal State Railways of Siam which affect the Chiang Mai tourism occurred after the construction of the northern railway in year 1921. Combined with the economic downturn situation within the country after the end of World War I, the government saw the need of earning money for the country and used tourism as the method of profit. The government assigned The Royal State Railways of Siam to promote tourism in each province nationwide including Chiang Mai as it has many tourist resources such as natural resources, history, and culture as a province that used to be the central government of northern region. The promotion of tourism in Chiang Mai resulted in changes of society and economy in order to respond tourism and is the beginning of changing it into an important tourist city later on.

## **Chumphon Khet Udomsak Sea Venturer: Royal Thai Navys Ideal Seaman via Biography of Admiral Prince of Chumphon in CE 1960**

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**Keywords:** Historiography on Biography, Construction of the Ideal Person, Royal Thai Navy, Admiral Prince Abhakara Kiartivongse

Nowadays, Admiral Prince Abhakara Kiartivongse, Prince of Chumphon, was acknowledged as Father of Royal Thai Navy or Father of All Thai Seamen who modernized Siam navy in the reign of King Rama V to be comparable to modern western navy for responding to imperialism. Royal Thai Navy (RTN) did not only glorify him as the naval instructor, but also as the ideal for being seaman. However, the Admiral Princes characteristic that RTN exemplified was not the Elite Gentleman as the Admiral Prince was when he was alive, but were the Nak Leng (approximately, Venturer) who dared dangers, believed supernatural powers and patronized his subordinates. So, this article will study construction of the Nak Leng characteristic with historiography on biography of the Admiral Prince and try to explain why RTN valued this characteristic with biography of the Admiral Prince in Commemoration of Ceremony opening Chumphon Khet Udomsak Beacon CE 1960, the completed biography that firstly compiled the stories valuing ideal of being seaman.

# **BNK48 a Thai-Japanese Cultural Commodity in the Stagnation of Thai Music Business: Contemporary Entertainment Business History**

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**Keywords:** BNK48, Cultural Commodity ,Entertainment Business History

This article is a study of the popularity of BNK48 music group in Thailand, which has dramatically grown since the end of 2017 to present (early 2018), while the atmosphere of Thailand's music business, in overall, was very slack. The study uses a historical perspective to study the formation of BNK48's popularity from interviews with the singers and company's executives published in magazines and pocketbooks. The proposition of the study is: BNK48 is a cultural commodity which has a selling point of creating feelings for the fans to keep track of the band members' growth and development through their stories in online media and the activities arranged by the management team, in accordance with the direction of AKB48 – a model of idol group in Japan. BNK48 makes the fans feel attached to their favorite members and inspired to live by watching the competition of the members becoming the lead of the shows. This is a marketing method that is different from Thai music business in the past. Despite trying to create a bond between the singers and their fans, they could not create a feeling like the BNK48 does.

# Womens Understanding of ICT at Coastal Area

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**Keywords:** Coastal Area, Information, Internet, Mobile Phone

Information, communication and technology or it is known as ICT, has rapidly growth in Indonesia especially what it is called as internet. A huge numbers of people in utilizing internet is shown in Indonesia in many areas including at the coastal area. Some literatures underline that the internet could bring the prosperity for society and improve development. It is interesting to observe on how the internet could improve peoples lives especially women in coastal areas. Also, there is a lack of study on how women at coastal area see the internet. This study is to explore the understanding of women in coastal area in Indonesia especially in Sukabumi, West Java province about the internet. This place also has a high rate catch of fish and women cultivate the fish. The writer notice that women have a sophisticated mobile phone but they sometimes do not know about its application on it.



# Integrated Innovative Training and Value Chain Development Strategy of Small Scale Cattle Farmers

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**Keywords:** Integrated Value Chain, Livestock Farmer Field School, Innovative Training

Majority of cattle producers in Indonesia is small scale farmers that are confronted with many obstacles including limited production scale, technology adoption and market access. In order to deal with such problems, Livestock Farmer Field School (LFFS) was promoted as an integrated innovative training and value chain development strategy. LFFS is held by farmer groups, assisted by university and supported by government livestock agency. LFFS allows farmer groups to learn technical aspects of production, to adopt relevant technologies, to link into better market and to coordinate business development among them into integrated value chain. LFFS consists of a number of farmer groups in closed location. This study aims to analyze the effectiveness of applied LFFS and formulate an innovative business model and value chain development strategy among farmer groups under LFFS. This study was conducted in District of Muara Enim, South Sumatra, Indonesia, Data were collected through in-depth interviews and Focus Group Discussion (FGD). SWOT Analysis was applied to map strengths, weaknesses, opportunities and treats of each LFFS and explore alternative strategies based on those combined factors. Analytical Hierarchy Process were applied to analyze prioritized strategies and delineate business relations among farmer groups. The results show that the current LFFS is not yet fully effective implemented due to institutional weakness, lack of motivation, and inadequate integrated business strategies. This study suggests to centralize production farm and feed logistics, decentralize training into farmer group level, and enhance business transaction among farmer groups and LFFS.

# Smart Farming Facilitated through the Integration of IoT and Artificial Intelligence

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**Keywords:** Precision Agriculture, Artificial Intelligence, Smart Agriculture, Internet of Things

This paper proposes a service-oriented architectural model infrastructure that incorporates Internet of Things (IoT) and Artificial Intelligence to facilitate smart farming in Indias agricultural sector. This system can be the basis for creating digital eco-system that facilitates Smart Farming as a Service. Farmers, entrepreneurs, government agencies, and Non-Governmental Organizations can use the Service Oriented Architectural Meta Model infrastructure to create, operate and sustain the farming and promote farming in Indias rural areas. Smart farmers in the agricultural sector are the service consumers of this end-to-end- services.

## ***UP COMING EVENTS***

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promote professional interaction lifelong learning recognize  
outstanding contributions of individuals and organizations and also  
Develop an effective and responsible platform by creating insightful knowledge  
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