

**CONFERENCE BOOK OF  
ABSTRACT PROCEEDING**



**Venue: Istanbul Gonen Hotel, Istanbul Turkey**

**Date: October 06-07, 2018**

**With many thanks to our Sponsors and Partners**



## TABLE OF CONTENTS

<b>SCIENTIFIC COMMITTEE</b>	<b>5</b>
<b>ORGANIZING COMMITTEE</b>	<b>7</b>
<b>CONFERENCE TRACKS</b>	<b>8</b>
<b>CONFERENCE CHAIR MESSAGE</b>	<b>9</b>
<b>CONFERENCE SCHEDULE</b>	<b>10</b>
<b>Participants Registered As Listener/ Observer</b>	<b>12</b>
<b>Conference Day 02 (October 07, 2018)</b>	<b>13</b>
<b><i>TRACK A</i></b>	<b>14</b>
<b><i>BUSINESS, ECONOMICS AND SOCIAL SCIENCES</i></b>	<b>14</b>
<b>Exploring the Impact of Comparative Approaches on Planning and Development of Heritage Tourism</b>	<b>15</b>
<b>The Importance of Holistic Medicine and Local Values in Health Tourism Development</b>	<b>16</b>
<b>The Role of Religion in Cross-cultural Management: Three Perspectives</b>	<b>17</b>
<b><i>UP COMING EVENTS</i></b>	<b>18</b>

# Book of Abstracts Proceedings

All rights reserved. Without the consent of the publisher in written, no individual or entity is allowed to reproduce, store or transmit any part of this publication through any means or in any possible form. For obtaining written permission of the copyright holder for reproducing any part of the publication, applications need to be submitted to the publisher.

## Disclaimer

Authors have ensured sincerely that all the information given in this book is accurate, true, comprehensive, and correct right from the time it has been brought in writing. However, the publishers, the editors, and the authors are not to be held responsible for any kind of omission or error that might appear later on, or for any injury, damage, loss, or financial concerns that might arise as consequences of using the book. The views of the contributors stated might serve a different perspective than that of the ANI.

Istanbul, Turkey | October 06-07, 20188

ISBN: 978-402-74655-4-2

Whats App Contact: 00971-56-5989114



## SCIENTIFIC COMMITTEE

Social Sciences and Humanities	
<b>Assoc. Prof. Doc Edgar R. Eslit</b> St. Michael's College/ English Dept., CAS, Philippines	<b>Dr. Lakshmikanth</b> Srishti International, India
<b>Mr. Mohd Azhar Bin Abdul Rahman</b> Urban Development Authority of Malaysia (UDA), Malaysia	<b>Assoc. Prof. Doc Sharifah Hayaati Syed Ismail</b> University of Malaya.Kuala Lumpur, Malaysia
<b>Assistant Professor Jitender Grover</b> University, Sadopur, Ambala (Haryana), India	<b>Mr. Bright Lumor MENSAH</b> Jilin University, School of International and Public Affairs (SIPA), China
<b>Assist. Prof. Doc Surendra Kansara</b> Symbiosis Institute of Operations Management, India	<b>Associate Professor Melinda V. Abichuela</b> Catanduanes State University/College of Business and Accountancy/Virac, Catanduanes, Philippines
<b>Dr. Fararishah binti Abdul Khalid</b> Universiti Teknikal Malaysia Melaka, Malaysia	<b>Head of department Odupitan Kolade Mattias</b> Oshodi/Isolo Local Government, Nigeria
<b>Prof. Doc Golda Aira V. Crisostomo</b> University of Santo Tomas, Philippines	<b>Assistant Professor. Intekhab N Khan</b> MA. Jauhar University, Rampur, India
<b>Assistant Professor. Chulaporn Sota</b> Khon Kaen University, Thailand	<b>Dr. Halimah Mohamed Ali</b> Universiti Sains Malaysia, Malaysia
<b>Assoc. Prof. Wong Ming Wong</b> University College of Technology Sarawak, Malaysia	<b>Prof. Erni Tanius</b> University of Selangor, Malaysia
<b>Dr. Supaporn Chalapati</b> I-Shou University, Australia	<b>Assoc. Prof. Nor Aznin Abu Bakar</b> Universiti Utara Malaysia, Malaysia
<b>Assoc. Prof. Normala Daud</b> Universiti Teknologi Mara, Shah Alam, Selangor, Malaysia	<b>Prof. Nurul Wahida Binti Abdullah</b> Politeknik Muadzam Shah, Malaysia
<b>Dr. Sanad A. Alajmi</b> Public Authority for Industry, Kuwait	<b>Dr. Golda Aira V. Crisostomo</b> Industrial/ Organizational Psychology, Human Resource Management, Philippines
<b>Dr. Firas Jamil Alotoum</b> Isra university, Jordan	<b>Prof. Doc Taqee Ansari Mohammed</b> Mak College of Pharmacy, India
<b>Assist. Prof. Doc Marcus Farr</b> American University Sharjah, UAE	<b>Assoc. Prof. Yoshiki Nakamura</b> Aoyama Gakuin University, Japan
<b>Assist. Prof. Huang Hsueh-Ju</b> Department of Distribution Management, Takming University of Science and Technology, Taiwan	<b>Prof. Doc Bulent Acma</b> Anadolu University, Turkey
<b>Dr. Alaa Elden Badawie Mahmoud Elkhodary</b> Faculty of Archaeology -Qena South Vally University, Egypt	<b>Assoc. Prof. Radulescu Irina Gabriela</b> Petroleum Gas University of Ploiesti Faculty of Economic Sciences,Romania

## SCIENTIFIC COMMITTEE

### Engineering and Technology

<b>Daniel Dasig Jr</b> University of Makati, Philippines	<b>Hafiz Muhammad Haroon</b> University of Agriculture Faisalabad Sub-Campus Burewala, Vehari-Pakistan, Pakistan
<b>ANIL M. BISEN</b> Anant National University, Ahmedabad, Gujarat, India	<b>Prof. Syed Zafar Abbas</b> Aliz Educational Institutions, Pakistan
<b>Severino G. Alviento</b> North Luzon Philippines State College, Philippines	<b>Marife D. Alviento</b> North Luzon Philippines State College, Philippines
<b>Leslie G. Agbulos</b> North Luzon Philippines State College, Philippines	<b>Gee-Cheol Kim</b> Seoil University, Korea
<b>Patrick Cerna</b> Federal Technology Institute - University, Ethiopia	<b>LAL RAJA SINGH R</b> KIT-Kalignarkarunanidhi Institute of Technology, India
<b>Teodoro Macaraeg Jr.</b> University of Caloocan City, Philippines	<b>Catherine P. Llana</b> University of Caloocan City, Philippines
<b>Hafiz Gulfam Umar</b> Ghazi University, Pakistan	<b>Adenuga Kazeem</b> Admar Systems Technology, Nigeria
<b>Mohd Kamarul Irwan Abdul Rahim</b> Universiti Utara Malaysia, Malaysia	<b>Rajina</b> UUNITEN, Malaysia

### Health and Medical Sciences

<b>Syed Zafar Abbas</b> Aliz Educational Institutions, Pakistan	<b>Olga Avilova</b> Kharkiv National Medical University, Ukraine
<b>Chellaram C</b> College Of Applied Sciences, Oma	<b>Olawunmi Muibat Omowunmi</b> Moshood Abiola Polytechnic Ojere Abeokuta Ogun State Nigeria, Nigeria
<b>Suman Madan Dayalbagh</b> Educational Institute, AGRA, India	<b>Aliaksandr Spitsyn</b> Belorussian State Unaversity, Belarus
<b>Chellaram Chinnachamy</b> College Of Applied Sciences, Oman	<b>Ayawo Adokou</b> Adokou Electricals Limited, Senegal

## **ORGANIZING COMMITTEE**

**Dr. Vincent W Ho**

Conference Chair

**Email:** conference.chair@ani.com

**Ms Hungxin Li**

Conference Supervisor

**Email:** Hungxin.Li@anisssh.com

**Febrialdy Hendratawan**

Conference Supervisor

**Email:** febrialdy.hendratawan@aniceas.com

**Xiao.wei**

Conference Coordinator

**Email:** Xiao.wei@animh.com



## 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**

“International Conference of Akademika 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

Conference Chair

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



## CONFERENCE SCHEDULE

**ANISSH-2018**

**Venue: Istanbul Gonen Hotel, Istanbul Turkey**

**Time: Registration & Kit Distribution (09:00 - 09:10 am)**

**Day: Saturday**

**Date: October 06, 2018**

**Venue: Room 1**

09:10 am - 09:20 am	Introduction of Participants
09:20 am - 09:30 am	Inauguration and Opening address
09:30 am - 09:40 am	Grand Networking Session

**Tea/Coffee Break (09:40 - 10:00 am)**



**DAY 01 Saturday (October 06, 2018)**

**First Presentation Session (10:00 am - 11:00 am)**

**Venue: Room 1**

**Session Chair: Sevda Sancak**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
<b>Track A: Business, Economics and Social Sciences</b>		
Zahra Mohebbi	Exploring the Impact of Comparative Approaches on Planning and Development of Heritage Tourism	MBTS-OCT-T103
Dr Mohammad H Hadadzadeh	The Importance of Holistic Medicine and Local Values in Health Tourism Development	MBTS-OCT-T104
Tuomo Peltonen	The Role of Religion In Cross-Cultural Management: Three Perspectives	DIRMBSH-108-ANI101

**Lunch & Ending Note: (11:00 - 12:00 pm)**



## **Participants Registered As Listener/ Observer**

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

**Official ID:** IST-1108-101M  
ABDALLA ABDELWAHID SAEED ALI  
FACULTY OF MEDICINE, KING FAHAD MEDICAL CITY

**Official ID:** MBTS-OCT-T109A  
Abdullah  
Kuwait



## **Conference Day 02 (October 07, 2018)**

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



***TRACK A***  
***BUSINESS, ECONOMICS AND SOCIAL SCIENCES***

# Exploring the Impact of Comparative Approaches on Planning and Development of Heritage Tourism

<sup>1\*</sup>Zahra Mohebbi, <sup>2</sup>Umesh A. Kadam

<sup>1</sup>Wheeling Jesuit University, USA

<sup>2</sup>Jawaharlal Nehru University, India

Corresponding Email: zahramohebbi@gmail.com

---

**Keywords:** Comparative approaches, Heritage Tourism, Tourism planning, Development

In modern times, number of changes emerged in the form of new trends in the field of tourism which brought new vistas for further research. Comparative approaches in research have been used in cross-cultural studies, which aim to make comparison across different countries and cultures. However, they were not the mainstream in areas of tourism studies, research and planning until recent years. One of the best ways of applying comparative approaches in tourism planning is cross-national studies that include a deeper understanding of other cultures and researches used for within-nation comparison. These methods best help in utilizing traditional patterns in tourism planning and research in one area, in order to achieve the most effective cultural and economic outcomes with respect to the areas local values, cultures and wants. Undoubtedly, heritage and culture are crucial sectors for the sustainability of traditional patterns. In comparative studies between selected areas, the quality and comparability of data are dependent on these areas historical and cultural backgrounds, and their similarities and differences. For example, in a recent research conducted by authors, a comparative method with respect to historical and cultural backgrounds was used to introduce a new tourism development plan for two medieval cities in India and Iran (Lucknow and Isfahan). By applying comparative approaches in heritage tourism among countries; it is possible first, to identify the drawbacks of their tourism industry; second, to evaluate and project the importance and role of cultural and historical values in sustainability of heritage tourism; third, to introduce new tourism development plans which can be designed by using traditional patterns; fourth, to establish tourism connections between countries, in particular, among areas those have many similarities. Finally, these new tourism connections and plans will have remarkable impact on improving the economy of locals and country as a whole.

# The Importance of Holistic Medicine and Local Values in Health Tourism Development

\*Dr Mohammad H Hadadzadeh, PhD, MPT, BPT, PDCR  
Wheeling Jesuit University, USA  
Corresponding Email: mhadad@wju.edu

---

**Keywords:** Health Tourism, Holistic Medicine, Local Values

Holistic medicine, in some literature is referred as integrative or alternative medicine, or sum of knowledge and practices of ancient times; however, new standards of medical care do not consider it only as a collection of these treatments. Availability of better medical treatments in the past three decades reduced the mortality of illnesses leading to longer periods of life with morbidities, which in turn has shifted the burden of the diseases from acute to chronic types. Longer lifetime with comorbidities affects the quality of life of the individual. The key feature of Holistic Medicine is its unique way of looking at the person as a whole and not by body parts, or a separated illness. This comprehensiveness of Holistic Medicine correlates with today's modern definition of the Health status of the person provided by World Health Organization. In this definition, in addition to physical health; mental, psychological, behavioral, social and environmental aspects of life are also considered in health care of the person. In recent years, medical community recognized and re-discovered Holistic Medicine to address such variety aspects of life of the person. Traveling in order to receive a better health care; Health Tourism, has an inherited psychological, social, and environmental effect. It also increases the sense of active participation of the individual in the treatment of self, which can speed up the recovery and overall quality of life of the person. Different nations have variety of ancient models of medicine such as Yoga, Chinese medicine, mineral springs, Unani, Acupuncture, Muti, Ifa, Ayurveda etc., which unlike the modern Hippocratic medicine, most of them have embedded holistic approach. Authors introduced them as local values, which in the context of tourism have huge potential to contribute and expand Health Tourism, specifically. Their roles in development of tourism and economy are discussed.



# The Role of Religion in Cross-cultural Management: Three Perspectives

\*Tuomo Peltonen

Abo Akademi University,bo (Turku), Finland

Corresponding Email: tuomo.peltonen@abo.fi

---

**Keywords:** Cross-Cultural, Mangement, Religion

The study of cross-cultural management has so far paid relatively limited attention to religion as an aspect of or dimension in cultural differences and workplace diversity. However, this does not imply that the issues around religion, spirituality and theology would be absent in the related domain of organizational and management studies. Instead, one can find a small but expanding subfield known as Management, Spirituality and Religion (MSR); sometimes also called Workplace Spirituality or Faith at Work, within the auspices of the organizational scholarship (for reviews of the field, see: Houghton, Neck & Krishnakumar, 2016; Benefiel, Fry & Geigle, 2014 & Poole, 2008). Yet there is as of today no corresponding systematic debate within the cross-cultural management field.

## ***UP COMING EVENTS***

You can find the details regarding our upcoming events by following below:

<http://anissh.com/indonesia-conferences/>

<http://anissh.com/philippines-conferences/>

<http://anissh.com/malaysia-conferences/>

<http://anissh.com/conferences/south-africa-conferences/>

<http://anissh.com/conferences/singapore-conferences/>

<http://anissh.com/conferences/egypt-conferences/>

<http://anissh.com/conferences/thailand-conference/>

<http://anissh.com/conferences/turkey-conferences/>

<http://anissh.com/conferences/china-conferences/>

<http://anissh.com/conferences/uae-conferences/>

<http://anissh.com/conferences/hongkong-conferences/>

<http://anissh.com/conferences/south-korea-conferences/>

<http://anissh.com/conferences/taiwan-conferences/>

# **Our Mission**

**Our mission is to encourage global communication and collaboration  
promote professional interaction lifelong learning recognize  
outstanding contributions of individuals and organizations and also  
Develop an effective and responsible platform by creating insightful knowledge  
and inspiring minds in dialogue with the world around us.**



## **Hong Kong**

**Organized By: Akademika Nusa Internasional**