

CONFERENCE BOOK OF ABSTRACT PROCEEDING



Venue: Hotel H2O Manila, Philippines
Date: December 15-16, 2019

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Book of Abstracts Proceedings

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Manila, Philippines December 15-16, 2019

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Dr. Vincent W Ho
Conference Chair
Email: conference.chair@ani.com

Ms Hungxin Li
Conference Supervisor
Email: Hungxin.Li@anissh.com

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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 Academic Nusa International” 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

CONFERNCE SCHEDULE

***39th International Conference on Modern Research in Social Sciences, Management and Applied Business
(MRSMB)***

Venue: Hotel H2O Manila, Philippines

Time: Registration & Kit Distribution (08:00 am – 08:10 am)

Day: Sunday

Date: December 15, 2019

08:10 am – 08:15 am: Introduction of Participants

08:15 am – 08:20 am: Inauguration and Opening address

08:20 am – 08:25 am: Grand Networking Session

Tea/Coffee Break (08:25 - 08:30 am)

Conference Day 02 December 16, 2019

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

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

Guidelines for Creating Value Added of Restaurant Entrepreneur for the Elderly Market

^{1*}Asst.Prof. Nanoln, ²Assoc. Prof. Dr. Phitak Siriwong

¹ Rajamangala University of Technology, ² Silpakorn University, Thailand

Corresponding Email: nanoln.d@rmutp.ac.th

Keywords: Value Added, Restaurant Entrepreneur, Elderly Market

The aim of this research was to investigate the guidelines in creating value added of restaurant entrepreneur for the elderly market. It was a qualitative research by using focus group discussion with sampling and key information 9 informants who have an experience and expertise in food service industry field. The instrument used for data collection were questions, observation and field note, voice and video recorders. The result of this study found that the guidelines for creating value added of restaurant entrepreneur for the elderly market consists of 3 dimensions as follows: first, increasing knowledge and cooking skills were included fundamental of nutrition & nutrition for elderly, Principle of cooking for elderly, Food sanitation & food safety and product development. Second, increasing knowledge and skills of art and creativity were included food & beverage service and service psychology and the art of food decorating. And third, increasing knowledge of information technology were included data recording & processing, online searching and information dissemination & food public relations.

The Consumer Perception of Green Business Strategy Communication Coffee Shop in Phra Nakhon Si Ayutthaya Province

^{1*} Yanisa Phuanpoh, ²Janjira Chatrawanith, ³Santidhorn Pooripakdee

^{1,2} Phranakhon Si Ayutthaya Rajabhat University, ³Silpakorn University Phetchaburi IT Campus
Corresponding Email: phuanpoh@gmail.com

Keywords: Consumer Perception, Business Strategy, Communication, Green Business, Coffee Shop

The purpose of this research is to study The Consumer perception of green business strategy communication coffee shop in Phra Nakhon Si Ayutthaya province. This research uses the Qualitative Research Method by using in-depth interviews with a group of 20 key informants, using a snowball sampling technique. The study found that consumers are aware of the coffee shop's green business. The consumers recognize only 3 aspects of environmental supply chain activities which are green purchasing, green operations, and green design. Suggestions from the research are as follows: 1. Coffee shop operators should choose to use green dissemination strategies to meet the needs of their customers and to attract their attention. 2. Coffee shop operators should not create a brand image by bringing green business dissemination strategy used for advertisement. On the contrary, there should be facts and virtue while disseminating it for the consumers to become aware of the true operational process. 3. Coffee shop operators should have a message that conveys more green business operations. The increase of frequency and consistency of dissemination strategies for green business operations can make consumers are more aware of the organization's green business activities and maximize its benefits.

The Factors Influence Work Out of Thai Undergraduate Students

^{1*}Katawoot Jeambua, ²Maytinee Vongtharawat

¹Rajamagala University of Technology Thanyaburi, Thailand, ²Kasetsart University, Thailand

Corresponding Email: katawoot.j@gmail.com, katawoot_j@rmutt.ac.th

Keywords: Work out, Exercise, Thai students, Factor Analysis, Economics of Exercise

This research has two main aims. The first objective is to explore the exercising pattern of Thai university students. The second is to analyze the factor affecting among those group to work out. This research conducts in term of quantitative method. Also, the demographic information, exercise activities, as well as twenty-one test variables are in questionnaire. Additionally, the descriptive statistics and inferential statistics will be illustrated respectively. The result ultimately showed that there are two main factors influencing the university students to exercise. The former is motivation factor including intrinsic motivation, and extrinsic motivation. The latter is goal factor namely personal image, social interaction, and social recognition accordingly. As a result, the paper suggests the importance of introducing exercise motivation as well as goal setting to the young students to be productive by exercising, physical, activities. In the short time, the relationship between these two factors and others will be developed.

The Tacit Knowledge Management Affect to Innovation Performance of Lecturers in a Rajabhat University

^{1*} Pichayaporn Peerapan, ²Peeraya Supsam, ³Dr. Santidhorn Pooripakdee
^{1,2,3} Silpakorn University, Thailand
Corresponding Email: pichayapich88@gmail.com

Keywords: Tacit Knowledge Management, SECI Model, PRO Model, Innovation Performance

The objectives of this research were to examine the tacit knowledge management that affects the innovation performance of lecturers in a private university. The sample in this research consisted of 202 lecturers at private university. A quantitative empirical research via survey questionnaires was conducted to fulfil the purpose of this research. Statistical analysis applied were the frequencies, the percentages, the arithmetic mean, the standard deviation, and stepwise multiple regression analysis. The result of the statistical analysis shown that tacit knowledge management by using SECI model has significant affected on innovation performance. Considering independent variables in each aspect, found that all of variables (Socialization, Externalization, Combination and Internalization) contribute towards the significant influences of tacit knowledge management on innovation performance with statistical significance at the level of 0.05. And tacit knowledge management by using PRO model has significant affected on innovation performance. Considering independent variables in each aspect, found that all of variables (Personal responsibility, Learner self-direction, Self-directed learning, Self – direction in learning and The social context) contribute towards the significant influences of tacit knowledge management on innovation performance with statistical significance at the level of 0.05. The contributions of these finding for development human resource management in organizations are discussed and conclude with directions for future research.

Willingness to use and Pro-Environmental Attitude for Airlines' Environmental Friendly Services: The Perspective of Thai Passengers

¹*Maytinee Vongtharawat, ²Katawoot Jeambua, ³Santidhorn Pooripakdee
^{1,2,3}Kasetsart University, Thailand
Corresponding Email: meemay05@gmail.com

Keywords: Willingness to Use, Pro-Environmental Attitude, Environmental Friendly Services, Passenger Perceptions

This research has two main objectives. Firstly, there is intention to understand passengers' perception towards airlines environmental friendly services related to pre-travel, pre-flight and in-flight service. Secondly, there is the analysis of passengers' willingness to use and pro-environmental attitude towards environment friendly airlines. To confirm theories and relevant literature have been drawn both paper version and reliable sources which is our methodology. Utterly, the results showed that there are significant in passengers' perception about airlines' environmental friendly services and willingness to use the airlines as well as pro-environmental attitude that support eco-friendly activities. The conclusion is substantial to the improvement and sustainability of airline environmental protection effort and airline business performance. The relationship between these factors would be employed to study in the near future.

Competencies of Accounting Graduates in Catanduanes, Philippines

^{1*}Dr. Maria Isabel L. de la Hostria, ²Dr. Lily P. Custodio

^{1,2} Catanduanes State University, Philippines

Corresponding Email: bel061280@yahoo.com.ph

Keywords: Accounting Competencies, Accounting Graduates, Catanduanes State University

This study evaluated competencies of accounting graduates in the island province of Catanduanes using Descriptive Content Analysis method. The data were derived from documents such as Accounting Curriculum, Certified Public Accountants (CPA) Licensure Examination results of 95 accounting graduates, and CPA Licensure Examination Syllabus. The overall result showed that majority of CSU Accounting Graduates have strong competencies in financial accounting, management accounting, financial management related services, capital budgeting and techniques, project feasibility studies, and application of the concepts, standards, techniques, and methodology applicable to management/consultancy services or problems likely to be encountered in the real practice. However, accounting graduates have weak competencies in assurance and related services, applying audit standards, techniques, procedures of independent audit of medium-sized service, trading, or manufacturing concern, financial accounting techniques and methodologies to problems, and legal implications of business transactions, business associations, and negotiable instruments related to accounting and auditing and practical application of basic principles of taxation. Majority of the accounting graduated have failed in the subjects such as Auditing Theory, Auditing Problems I, and Business Law and Taxation.

The Green Marketing Approaches of Restaurant Business in the Island Province of Catanduanes, Philippines

^{1*}Melinda V. Abichuela, ²Dr. Maria Isabel L. de la Hostria
^{1,2} Catanduanes State University, Philippines
Corresponding Email: bel061280@yahoo.com.ph

Keywords: Green Marketing Practices, Mainstream Restaurant, Catanduanes

The study is under descriptive type of research. It also used the triangulation method of data gathering using survey instrument, interview, and focus group discussion. Thematic analysis was also used for qualitative analysis. This study investigated a target population of 11 managers, and 33 samples taken from staff and 33 samples taken from customers of registered restaurants in Catanduanes. Results showed that the characteristics of eleven restaurants in Catanduanes revealed that all belong to above PhP1,000,000.00 capitalization with above 10 employees. Among the indicators from communication, waste management, and product innovations the following got the highest ratings: Building positive images by informing staff and customers on how the restaurant value the waste reduction programs implemented by the government (such as reuse, recycling, waste disposal, and composting); notifying customers by placing label on waste containers, posting signs at prominent locations of the restaurant, and educating staff and customers about proper waste management alternatives; the manager or owner and the cook or chef brainstormed to implement new ideas on green food products that are appealing to the taste of Catandunganons, easy to cook with and have available local sources of raw materials that are fresh, healthy, and free of chemicals, and natural or organics. The most common problem of restaurant industry is lack of the common quality standard of what actually constitutes green.

TRACK B: MEDICAL, MEDICINE & HEALTH SCIENCES

Enhancement of the Cytotoxicity of Gemcitabine, Busulfan, and Melphalan in Multiple Myeloma Cells

*Ben C. Valdez, PhD

* University of Texas MD Anderson Cancer Center Houston
Corresponding Email: bvaldez@mdanderson.org

Keywords: Cytotoxicity of Gemcitabine, Busulfan, Melphalan, Myeloma Cells

Statement of the Problem: Hematopoietic stem cell transplantation (HSCT) is an effective treatment for multiple myeloma. We previously showed in vitro the synergistic cytotoxicity of DNA alkylating agents (AA) and nucleoside analogs (NA) in multiple myeloma cells. Their clinical efficacy as part of pre-transplant regimen for myeloma patients was shown in our recent clinical trial. There is a need to identify more efficacious drugs or drug combinations for a more effective treatment for myeloma patients undergoing HSCT. **Methodology:** To identify an efficacious regimen, we exposed multiple myeloma cells to combinations of gemcitabine, busulfan, melphalan, panobinostat and venetoclax, analyzed their cytotoxicity and identified their molecular mechanisms of interaction using various techniques. **Results:** Multiple myeloma cell lines MM.1R and MC/CAR were exposed to ~IC₂₀ levels of the drugs. Synergistic cytotoxicity was observed in cells exposed to the 5-drug combination as indicated by combination indexes < 1, supported by ~86% inhibition of proliferation and ~84% annexin V-positivity in MM.1R and ~58% inhibition of proliferation and ~46% annexin V positivity in MC/CAR cells. Activation of the DNA-damage response and apoptosis were suggested by a modest increase in the phosphorylation of ATM and its substrates, significant cleavage of PARP1, caspase 3 and HSP90, DNA fragmentation, mitochondrial membrane depolarization and reactive oxygen species production. The 5-drug combination significantly decreased the levels of PI3K regulatory subunit, AKT, mTOR, RAPTOR, phosphorylated P70S6K, and eIF2 α with concomitant increase in the phosphorylation of AMPK and its substrate Tuberin/TSC2, suggesting that the mTOR signaling pathway was compromised. Endoplasmic reticulum (ER) stress through activation of the unfolded protein response was observed in multiple myeloma cells exposed to the 5-drug combination as suggested by an increase in the level of calnexin, BiP/GRP78, ERO1- α , and PDI, which may relate to venetoclax-mediated inhibition of BCL2 in the ER. **Conclusion & Significance:** The combination of gemcitabine+busulfan+melphalan+ panobinostat+venetoclax exerts synergistic cytotoxicity in multiple myeloma cell lines by enhanced activation of the intrinsic apoptosis pathway, inhibition of the mTOR signaling pathway through the activation of AMPK and inhibition of PI3K, and activation of the UPR in the ER. These preclinical results provide a rationale to propose a clinical trial on using this 5-drug combination as part of a pre-transplant regimen for multiple myeloma patients undergoing HSCT.

**TRACK C: ENGINEERING, TECHNOLOGY, COMPUTER BASIC AND
APPLIED SCIENCE**

Unintended Effects of Going to the Internet Cafes to Students and Professionals

*Marigold Torda Almarines

*West Visayas State University, Philippines, * Guimbal National High School, Philippines

Corresponding Email: goldie139143@gmail.com

Keywords: Internet, Students, Professionals, Teaching, Learning, Importance

This research was conceptualized to analyze the unintentional benefits of going to the computer shops of students and professionals for Internet services through a semi-structured interview which is the interview schedule. The semi-structured interview is a qualitative data collection strategy in which the researcher asks informants a series of predetermined but open-ended questions (Given, 2008). The study incorporated methods designed to facilitate students' and professionals' involvement as participants. Four intermittent themes were identified in the interview data: general opinions on and experience in using the Internet services, opinions on the use of the Internet as a planning and teaching and learning resource, effects of the usage of the Internet on students and professionals, and drawbacks of the use of the Internet services from the Internet stations near the school. The research sought the views of learners who considered the service to be significant. The Internet facilities can e.g. motivate the students, make learning more fun, experience different forms of teaching and allows variation in doing different online and offline activities. It also elicited the opinions of professionals who found the Internet services important for knowledge, and skill development. It was found that they think that the Internet services are valuable source of information and an important supplementary working tool. The research findings stressed the importance of the usage of Internet station services among the respondents. The outcome of this study shall be utilized as basis for conducting enhancement and preparation of strong Internet connection for technology use with the advent of 5G.

Mining Fishery Resources using Clustering and Classification Algorithms with Decision Support System

*Marie Khadija Xynefida P. Ontiveros

*Cagayan State University, Philippines

Corresponding Email: zashapontiveros@gmail.com

Keywords: Fishery Resources, Decision Support, Monitoring, Management, Clustering Algorithm

The Aparri Cagayan River Estuary (ACRE) houses a rich aquatic habitat known to nurture diverse important species aiding to the local and national economy. With the diversity of fishery resources data collected by trained enumerators assigned to the landing sites thru the standards of the National Stock Assessment Program (NSAP), proper accounting, data management, and report-generation burdens the very limited human and ICT resource of the local agriculture office of Aparri. These sets of data to be encoded and forwarded to Bureau of Fisheries and Aquatic Resources (BFAR) Regional Office for consolidation, are expected to provide decision-support and management actions. This study dwells on the design and development of a system that will cater the needs in monitoring, operations and management of fishery resources. With the data sets obtained, a decision support system with simple data analytics using clustering and classification algorithms will be employed, integrating experts, information technology, and will be an effective decision support tool towards the monitoring, management, and conservation of fishery resources. Employing the software quality standards of ISO 25010, 10 IT experts and 30 users involving fishery organization heads, local government unit, and agriculture staff evaluates the extent of compliance using a 5-point Likert scale validated questionnaire.

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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.



Manila, Philippines

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