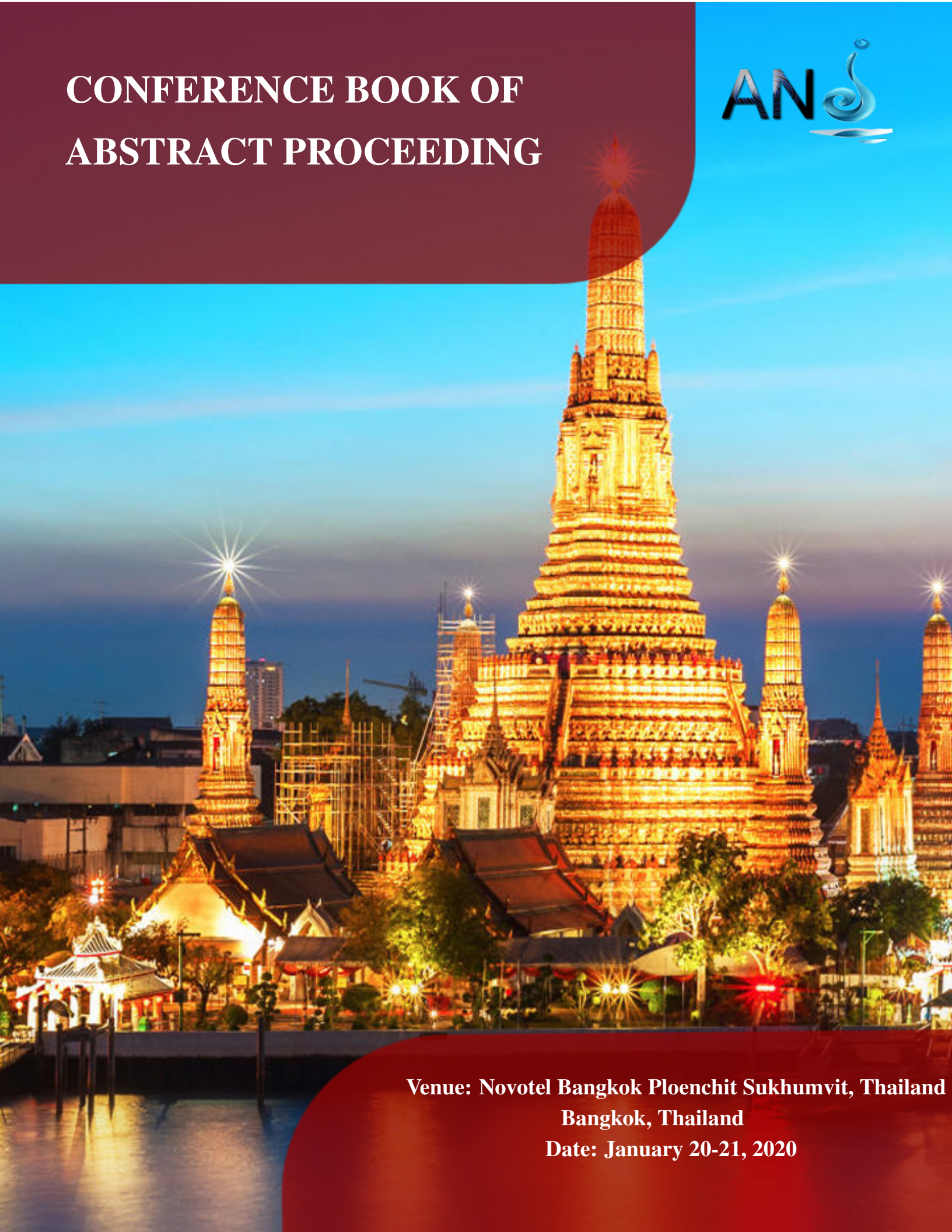


CONFERENCE BOOK OF ABSTRACT PROCEEDING



**Venue: Novotel Bangkok Ploenchit Sukhumvit, Thailand
Bangkok, Thailand
Date: January 20-21, 2020**

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CONFERENCE TRACKS

- Social and Community Studies
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- Agricultural sciences
- Interdisciplinary



CONFERENCE CHAIR MESSAGE

Dr. Vincent W Ho

“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 W Ho

Conference Chair

Email: Conferencechair.ani@gmail.com



CONFERENCE SECHDULE

ANISSH-2020

Venue: Novotel Bangkok Ploenchit Sukhumvit, Thailand

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

Day:Monday

Date: January 20, 2020

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 Monday (January 20, 2020)

First Presentation Session (10:00 am - 12:00 pm)

Venue: Room 1

Track A: Business, Economics, Social Sciences & Humanities

Paper ID	Manuscript Title	Presenter Name
SBEMW2-0120-ANI101	The Modern New Confucianist Tang Jun-yis Absorption and Application of the Education Concept of Yang-ming School of Mind	Wen-shu Huang
SBEMW2-0120-ANI102	A Brief History of Buddhist Reform in Taiwan-From God-Buddha Mixture, Pure Land on Earth, to Humanistic Buddhism	Min-chieh Chiu
EMSS-JAN2020-102	Marketing practitioners' perceptions of the employability skills of marketing graduates	Prof Johan de Jager PhD
EMSS-JAN2020-103	Challenges and Obstacles Facing Small and Medium-Sized Enterprises: What Can We Learn from South Africa and China?	Rankhumise EM

Track B: Medical Medicine and Health Study

BAN-4120-102M	Anatomical and walking function analysis in rat sciatic nerve injury model	Sasanthy Kusumaningtyas
BAN-4120-103M	Advantage and disadvantage of using Q1-Q2 angles comparing with SFI in walking analysis	Ria Margiana

Closing & Lunch Break: (12:00 pm - 01:00 pm)



Conference Day 02 (January 21, 2020)

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



TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES



The Modern New Confucianist Tang Jun-yi's Absorption and Application of the Education Concept of Yang-ming School of Mind

^{1*}Wen-shu Huang

College of Liberal Education-Shu-Te University Kaohsiung, Taiwan

Keywords: Tang Jun-yi, Wang Yang-ming, education concept, modern new Confucianism

In the twentieth century, Yang-ming School of Mind was favored by the representative figure of the modern new Confucianist, Tang Jun-yi. He proposes the study method of self-reflection and the transcendental introspection, both borrowed from Yang-ming School of Mind. He acclaims Yang-ming is a gifted hero and identifies with his emphasis on morality, recognizing that Mind is Principle is an ever-lasting excellent concept inherited from orthodox Confucianism and celebrating the teachings of the conscience theory. Tang Jun-yi encourages himself and others with self moral realization, upward spirit, and transcendental reflection, especially enthusiastic about promoting the cultural and educational ideal and the teaching spirit of love and devotion. Tang's education concept can be concluded as the following three ideas: The goals of education are to unveil the importance of solving the real life problems and realize the cultural ideal. In terms of teachers role, educational love and spirit of devotion are emphasized. As for learning and counseling, the idea that humans are born with conscience is emphasized to encourage young students to develop self-awareness and strive for better. In sum, Tang has the rich educational experience, absorbs the education concept of Yang-ming School of Mind to certain degree and applies the gist to his teachings, lectures, and books, forming an educational force.

A Brief History of Buddhist Reform in Taiwan From God-Buddha Mixture, Pure Land on Earth, to Humanistic Buddhism

*Min-chieh Chiu

Department of Chinese Language and Literature-National University of Tainan Kaohsiung, Taiwan

Keywords: Humanistic Buddhism, Yin Shun Studies, Master Tai Xus

In general, Buddhism in Taiwan has been in a religious form of god-Buddha mixture since the Qing Dynasty. In the Japanese-rule period, pure land on earth was proposed. After war, Master Yin Shun and other monks came to Taiwan, propagating the Buddhist teachings and benefiting the sentient beings. Their promotion of humanistic Buddhism brought a new perspective to Buddhism in Taiwan. In terms of the god-Buddha mixture, it is common that Guanyin Buddha is worshipped together with other god statues in the temples such as Cheng Huang Temple, Chang He Temple, and Matsu Temple. This phenomenon is regarded as one of the ten major flaws of Buddhism in Taiwan by the Buddhist community in the Japanese-rule period. Next is the proposition of pure land on earth. In 1902, in response to Mahayana is not taught by Buddha, Nukariya Kaiten mentioned the viewpoint of Buddha is a human being. In the Japanese-rule period, the Buddhist elites in Taiwan, such as Lin De-lin, Li Tian-chun, and Lin Qiu-wu, were all influenced by the thinking of Nukariya Kaiten and promoted pure land on earth. Similarly, Master Taixu in China unveils Life Buddhism, which can be traced back to Buddhism in Life in his speech at Jiande Savings Society in 1928 as well as to Instructions to the Chinese Buddhist Revolution Monks. Then he had plenty of accounts about Life Buddhism. Master Tai Xus promotion of Life Buddhism meets the needs of the time, criticizes Wu Zhi-hui for regarding Buddhism as the thought of death, and reviews and reforms Liang Shu-mings anti-Buddhism thinking. Humanistic Buddhism has the fruitful results. Yin Shun Studies has become one of the famous schools in the contemporary Buddhist community and academia in Taiwan.

Marketing practitioners' perceptions of the employability skills of marketing graduates

*Prof Johan de Jager PhD

Department Marketing, Supply chain and Sport Management Faculty of Management Sciences Tshwane University of Technology, Pretoria 0001 South Africa

Keywords: Marketing, Higher Education, Emerging Markets

There is a lack of studies considering the perspective marketing professionals on the skills and competencies that prepare marketing graduates in South Africa for their professional careers. The primary objective of this article is to identify the industry's perspective on the employability skills dimensions required from marketing graduates in South Africa. A quantitative research approach was used to gather empirical data from potential employers of marketing graduates to determine the most sought after knowledge areas as well as areas of improvement. Empirical data were collected through a web-based computer-assisted self-administered online questionnaire. Findings indicate that the top priority for practitioners is knowledge related to areas associated with strategic marketing and marketing context.

Challenges And Obstacles Facing Small And Medium-Sized Enterprises: What Can We Learn From South Africa And China?

*Rankhumise EM

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Keywords: Obstacles, SMEs, constraints, employment, South Africa, China

Worldwide, small and medium-sized enterprises (SMEs) are regarded as the backbone of many economies. They are important to both individuals and the nation at large. Considering that SMEs play a pivotal role in promoting economic growth, it is imperative for countries to prioritise the development of this sector. Despite the efforts made by governments, SMEs still face some challenges and obstacles in the running of their businesses. The purpose of the study was to explore the perceived obstacles faced by SMEs in South Africa and China and this was a cross-country study. The researcher followed a quantitative research approach which was cross-sectional. Data were collected among SME owner-managers in South Africa and China. It was found that SMEs are mostly hampered by unreliable electricity supply, lack of access to finance and lack of marketing skills. Based on the identified obstacles, the SME owner-managers should devise effective strategies to overcome these obstacles.

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