

CONFERENCE BOOK OF ABSTRACT PROCEEDING



Venue: The Federal Kuala Lumpur 35 Jalan
Bukit Bintang, 55100, Kuala Lumpur, Malaysia
Date: January 15-16, 2018

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

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Book of Abstracts Proceedings

**International Conference on Innovations in Business, Economics,
Management, Social Sciences (IBEMSS)**

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Proceedings of the International Conference on Innovations in Business, Economics, Management, Social Sciences (IBEMSS) & International Conference on Innovations in Computational Bioengineering, Computer Sciences & Technology (IBCST)

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*International Conference on Innovations in Business,
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&
*International Conference on Innovations in
Computational Bioengineering, Computer Sciences &
Technology (IBCST)*

Venue: The Federal Kuala Lumpur 35 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia

Conference Theme: Provides a leading forum for the presentation of new advances and research insights in the fields of Business, Economics, Management and Social Sciences.

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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

CONFERENCE CHAIR MESSAGE

Dr. Vincent

“International Conference of Akademika Nusa Internasional Association of Social Sciences and Humanities” 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 and applied 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: conference.chair@anissh.com

CONFERENCE SECHDULE

ANISSH-2018

Venue: The Federal Kuala Lumpur 35 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia

Time: Registration & Kit Distribution (9:00 am - 9:30 am)

Day:Monday

Date: January 15, 2018

Venue: Room 1

9:30 - 9:40 am	Introduction of Participants
9:40 - 9:50 am	Inauguration and Opening address
9:50 - 10:00 am	Grand Networking Session

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

DAY 01 Monday (January 15, 2018)

Presentation Session (10:30 am - 12:30 pm)

Venue: Room 1

Session Chair: Dr Vincent

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name	Manuscript Title	Paper ID
Lee Anne Johennesse	Gender Diversity And Critical Mass In The Boardroom	BBEE-JAN-102
Mrs. Wu Jingnan	The Relationship Between Corporate Entrepreneurship And Innovation In Manufacturing Companies In Perak	IBEMSS-018-ANI101
Mrs. Norfazillah Ahmad	Engaging Learning Experience: Students' Perceptions and Readiness towards the implementation of Blended Learning in Interior Design course at UiTM Seri Iskandar, Perak	IBEMSS-018-ANI104
Pawandeep Kaur	Positive Thinking Among Adolescent	KLS-318-101
Pari Irai	Exploring The Relationship Among Psychological Safety, Knowledge Sharing And Innovation	KLS-318-102
Yi Ju Shih	Will Aesthetic Sensitivity and Healthy Perfectionism Fit Enhance Service Quality? The Key Role of Organizational Aesthetics and Cultural Intelligence	KLS-318-106

Track B: Engineering, Technology and Applied Sciences

Mr Mohd Izzamnie Abdullah	Numerical Solutions of Volterra Integro-Differential Equations Using Fifth Order Runge-Kutta Method	KLE-318-101
Assist. Prof. Doc. Mohammad Mehdi Movahedi	How Dose Electromagnetic Fields generated by Mobile Phone Affect Reaction Time?	IBCST-018-CEAS101

Lunch Break & Ending Note: (12:30 pm - 01:30 pm)

Conference Day 02 (January 16, 2018)

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





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TRACK A

Business Management, Social Sciences and Humanities



Gender diversity and critical mass in the boardroom

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Keywords: Gender Diversity, Board of Directors, Critical Mass

Many countries across the globe are responding to exacerbating pressure from governments, investors and corporations to achieve gender equality within the boardroom. Quotas and guidelines have been established in line with sanctions, and enforcement thereof, or through comply or explain principles. Legislation has resulted in significant impact and changes to board composition. This paper aims to explore the impact of gender diversification in the boardroom, and how the achievement of female Critical Mass can galvanize and harness performance. This review is the foundational precursor to an empirical study that will seek to contribute to gender parity and critical mass assessment of board directors in African and Asian contexts, where limited studies have been established within this realm.

The relationship between corporate entrepreneurship and innovation in manufacturing companies in Perak

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Keywords: Corporate Entrepreneurship, Perak, Innovation, Manufacturing Company

There is an increasing interest of research on the area of corporate entrepreneurship recently. But much focus on developing and refining an instrument (Hornsby et al, 2002; Kuratko et al, 1990), finding the relationship between corporate entrepreneurship to strategic management (Barringer and Bluedorn, 1999). A research on the internal organizational entrepreneurial environment and its relationship between innovation is scarce. Thus, by developing a model which relates corporate entrepreneurial variables and innovation, this study investigates the relationship between the two. The research will use a questionnaire to gather data in middle and large sized manufacturing companies in Perak. The findings in this study are so important for middle managers and other policy makers to find out how organizational variables could be modified to facilitate innovation.

Engaging Learning Experience: Students' Perceptions and Readiness towards the implementation of Blended Learning in Interior Design course at UiTM Seri Iskandar, Perak, Malaysia

^{*1}Mrs. Norfazillah Ahmad, ² Arita Hanim Awang

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Keywords: Blended learning, Learning Engaging Experience, Interior Design, Teaching and Learning, Communication

Blended learning are widely implemented in higher level of education. Referred to many researches, blended learning means the combination of face to face classroom learning and e-learning. Technology has become natural to students nowadays and social interaction through various medium becoming part of learning process. Students learning characters are changing by the rapid technology growth in our lifestyle. This trend leading to new learning environment in various courses as well as Interior Design course. In the nature of studio learning, engaging the students throughout the designing process is significant so the learning becoming more meaningful. This paper conduct a study on the implementation of blended learning in Interior Design course in UiTM Seri Iskandar, Perak. 90 final year students were involved in this engaging learning experience study. Findings shows positive responses in students perceptions and readiness towards the blended learning implementation and its encouraging students becoming more constructive and productive. Students are positive that blended learning in Interior Design studio has maximize their engagement in the learning process.

Positive Thinking Among Adolescent

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Keywords: Manifestations of Positive Attitude, Fighting with negative thoughts, Engaging self-talk, Positive self-Talk, Negative self-Talk, Power of Concentration, Self-Discipline, Will Power, Love Yourself

Whenever someone is faced with some problems or appears to be worried, others often heard to counsel: Be Positive or Think Positive. In present day stressful world where people are confronted with problems that they are unable to cope up with, these words are acquiring considerable meaning and substance. The life of adolescent is increasingly becoming more complicated and competitive. Adolescents have their own visions, goals and desires but sometime failure to realise these goals, inability to reach desired standards and non-expectation leads to a lot of disappointment and frustration which gives negative vibes which may affect the self-esteem and they lack self-confidence.

Exploring the Relationship among Psychological Safety, Knowledge Sharing and Innovation

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Keywords: Psychological Safety, Knowledge Sharing, Innovation

With the rapid changes in technology and extreme global competition, organizations today have been forced to explore avenues to be innovative in order to survive this extreme competition and maintain their competitive edges. Innovation has made it possible for organizations to provide strategic advantages for costs reduction, new product and service disparity and improved quality. This study explores and explains the connection among employees perceived psychological safety in the workplace, knowledge sharing behavior and organizational innovation performance in the context of public sector. The findings demonstrate how effectively psychological safety and knowledge sharing behavior can be utilized to yield innovation. This study is a quantitative research using a self-administrated questionnaire as the major research instrument to collect the data. Sample of this study were 250 employees of government agencies in Papua New Guinea who have been working in the agency for more than 2 years. The analytical results provide important practical implications for public sector managers in Papua New Guinea regarding how to encourage employees knowledge sharing behavior and facilitate organizational innovation performance.

Will aesthetic sensitivity and healthy perfectionism fit enhance service quality? The key role of organizational aesthetics and cultural intelligence

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Keywords: Aesthetic sensitivity, Healthy perfectionism, Organizational aesthetics, Cultural intelligence, Service quality

In today's fast changing environment, the hotel industry is faced with intense competition. The hotel industry has no choice but to enhance service quality by injecting aesthetic philosophy and elements. Under this premise, frontline service providers play the key role in incorporating and conveying aesthetic values when providing service. Therefore, the current study seeks to investigate the role of aesthetic sensitivity and healthy perfectionism fit of frontline service providers in the enhancement of service quality. Based on the theory of supplementary fit, we employ organizational aesthetics and cultural intelligence as two moderators. Frontline service providers and their supervisors working in hotels in Taiwan are the research samples. A total of 296 valid questionnaire sets was collected, representing a valid return ratio of 70%. The results of data analysis indicated that: 1. Aesthetic sensitivity and healthy perfectionism fit is positively related to service quality. 2. In high levels of organizational aesthetics, high cultural intelligence of frontline service providers strengthens the positive correlation between aesthetic sensitivity and healthy perfectionism fit and service quality. 3. In low levels of organizational aesthetics, low cultural intelligence of frontline service providers weakens the positive correlation between aesthetic sensitivity and healthy perfectionism fit and service quality. As a result, this study contributes to pertinent theory and practice with respect to the hotel industry.



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TRACK B

ENGINEERING, TECHNOLOGY AND APPLIED SCIENCES



GNumerical Solutions of Volterra Integro-Differential Equations Using Fifth Order Runge-Kutta Method

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Keywords: Volterra Integro-Differential Equations, Runge-Kutta Method, Newton-Cotes Formulas, Lagrange Interpolation Polynomial

In this paper, fifth order Runge-Kutta Method for finding the numerical solution of Volterra integro-differential equation of the second kind is considered. The integral part of Volterra integro-differential equation is approximated using different quadrature rules such as Trapezoidal rule, Simpsons rule, 6-point rule and Lagrange interpolation polynomial. To illustrate the efficiency of fifth order Runge-Kutta Method, some test problems are carried out and numerical results are compared with the same order existing Runge-Kutta Fehlberg method. The obtained numerical results proved that the Runge-Kutta Method of order five with higher accuracy performed better than existing Runge-Kutta Fehlberg method.

How Dose Electromagnetic Fields generated by Mobile Phone Affect Reaction Time?

*¹Mohammad Mehdi Movahedi, ²Samad Amani

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Keywords: Electromagnetic Fields, Mobile Phone, Reaction time, Student

Due to the increasing mobile phones users, many studies have been conducted on the effects of mobile phones on peoples health. In this study, the effect of electromagnetic waves generated from 3G mobile phones on reaction time of students in Shiraz University of Medical Sciences was investigated. A sample of 85 medical students in range of 18-22 years old was selected. After the 10 minutes exposure to 3G mobile waves without any prognoses about mobile is on or off; response time was taken at once. The groups then left the lab to rest, and again after 2 hours they came back in the lab to carry out the second mode of testing (mobile on or off related to previous test). Test was performed in the afternoon to make students almost identical in terms of daily fatigue conditions. Data were analyzed by SPSS software and t-test technique, the difference was considered significant for $p < 0.05$. Results show that the reaction time following exposure to electromagnetic waves emitted from mobile 3G increased and this difference was significant. The electromagnetic waves caused by the 3G mobile phone have led to a slower response time among students under emission compared to the control group. According to our findings, it can be concluded that the frequency of electromagnetic waves increases the response to stimuli time.

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