

**CONFERENCE BOOK OF
ABSTRACT PROCEEDING**



**Venue: Rydges Camperdown9 Missenden Road,
Camperdown 2050, Sydney, Australia
Date: December 04-05, 2017**

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Book of Abstracts Proceedings

International Conference on Multidisciplinary Trends in Social Sciences and Business Research (MTSBR)

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Proceedings of the International Conference on Multidisciplinary Trends in Social Sciences and Business Research (MTSBR)

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***International Conference on Multidisciplinary Trends in
Social Sciences and Business Research (MTSBR)***

**Venue: Rydges camperdown9 missenden road Camperdown 2050, Sydney,
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**Conference Theme: Innovative World: New challenges for research
and development.**

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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

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-2017

**Venue: Rydges camperdown9 missenden road Camperdown 2050, Sydney,
Australia**

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

Day:Monday

Date: December 04, 2017

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 Monday (December 04, 2017)

Presentation Session (10:30 am 12:00 pm)

Venue: Room 1

Session Chair: Dr Vincent

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name	Manuscript Title	Paper ID
Siti Nurul Mahfuzah Mohamad	Gamification Approach in Education to Increase Learning Engagement	KMSSD-Dec-113
Nur Syafiatun Safwana Sazali	Incorporate Gamification in Massive Open Online Courses (MOOC) at Technical Education	KMSSD-Dec-114
Hasmaini binti Hashim	Investigating Learning Styles for Adaptive MOOC Learning	KMSSD-Dec-115
Nadia Adnan	Environmental Sense among Malaysian Paddy Farmers: Implementation of Green Fertilizer Technologies	KMSSD-Dec-117
Eko K Budiardjo	Ontology based Knowledge Management System of FrontCRM Framework for CRM Features Identification: Technique & Case Study in a Financial Technology Company KMSSD-Dec-124	
Tzu-Yi Yang	Does Taiwan Stock Market Have a Regular Change-Taking Listed Companies as an Example	MTSBR-127-ANI104
Dr. Pingali Venugopal	Water and Carbon footprint of Pizza crust wastage in India	MTSBR-127-ANI106
Prof.Asha Bhatia	Drivers of Corporate Social Responsibility as Perceived by Employees in Organizations	MTSBR-127-ANI111
dr Anna Gagat Matua	The Quality of Life of Youth Suffering from Cerebral Palsy Temporarily Orphaned Due to Emigration of a Parent	MTSBR-127-ANI113
Anna Czy	Stress and coping in adolescents with hearing impairment	MTSBR-127-ANI114

Lunch Break & Ending Note: (12:00 pm - 01:00 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: MTSBR-127-ANI112A

Ms. Hayat alzhvani

RMIT University, Melbourne, Australia

Official ID: MTSBR-127-ANI115A

Albishi, Lolwah Enazi

University of New England, Study Master of Business, Australia



Conference Day 02 (December 05, 2017)

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





*International conference on Multidisciplinary Trends in Social Sciences
and Business Research (MTSBR)*

Sydney, Australia

ISBN:978-602-6427-37-3

TRACK A

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

Gamification Approach in Education to Increase Learning Engagement

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Mohd Salleh

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Keywords: Gamification approach, Online learning, Engagement, Gamification categories

The steps of the gamification approach in education to improve learning engagement are discussed in this paper. There are a few steps on the gamification approach that have been applied by several researchers in this era. The gamification method was used in this study, which contained game elements and game design methods in a non-game context. Six gamification categories for teaching and learning are briefly discussed in this paper: (i) Courses without online support; (ii) MOOC; (iii) Blended/ Flipped Learning; (iv) E-Learning Site; (v) Gamified Platform/ System; and (vi) Mobile Application. The proposed gamification approach in education can also be a guideline for other researchers. Results shows that most of the respondents prefer to get rewards during the learning process follow by level, avatar and points.

Incorporate Gamification in Massive Open Online Courses (MOOC) at Technical Education

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Keywords: Gamification, MOOC, Engagement, E-Learning, Higher Education

Massive Open Online Course (MOOC) had been introduced few years ago to allow thousands of learners to join a course anytime and anywhere. Learners can get access to the learning content, watch videos from lecturers and do activities, as well as assessments provided by instructors. The importance of this study is to enhance learning through the gamification concept and to show that learners can enjoy learning as well as motivating them to participate in each activity provided by their lecturers. Findings shows that 64.3% learning purposes. Most of the respondents agreed that game elements in MOOC provides more interactive activities. The popular game mechanic that respondents prefer are (i) Trophies; (ii) Level; (iii) Mission; (iv) Redeemable Points; (v) Rewards and (vi) Visual. The top rank that respondents choose in game rules are (i) Challenge; (ii) Competition and (iii) Interaction.

Investigating Learning Styles for Adaptive MOOC Learning

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Keywords: Learner characteristics, Learning styles, MOOC, Second language

Learners characteristics are important in all forms of online learning including MOOC learning. One of them is learning style that is a psychological factor, which causes learners to have a collection of preferences during a learning process. Previous studies reported that learning styles of learners from different disciplines have significant differences, and in some situations, their learning patterns can explain their academic achievement. Studies also recommended that teaching methods that match to learning styles increase students retention ability, increase their satisfaction, and helped in their success. In this study, our aim is to investigate the learning styles dimension of students in MOOC learning, and propose a MOOC development model that is adaptive to learning styles. A mixedmethod approach was adopted in this study to investigate the learning styles dimension of students in MOOC learning based on Felder & Silverman Learning Style Model. Samples for the quantitative and qualitative studies were 50 and 20 students respectively. The interview consists of 14 questions and 11 students involved in the interview. The results from the survey analysis revealed that the highest dimension among the eight learning styles is visual learner 76% while the result from interview session is also confirmed visual (24.24). In order to propose a MOOC development model that is adaptive to students learning styles, a literature study was conducted. Results of the study revealed the preferred learning styles dimensions and patterns proposed suitable for an adaptive MOOC content development model.

Environmental Sense among Malaysian Paddy Farmers: Implementation of Green Fertilizer Technologies

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Keywords: GFT, Environmental sense, Food security, Malaysia

Fertilizer is one of the critical contributions that is being used in order to improve agricultural productivity. Whilst, using Green fertilizer technology (GFT) is a means of improving the environmental concerns. Paddy production using GFT potentially allows for sustainable development and helps farmers to increase the yield in Malaysia. The application of GFT in the modern agricultural industry is highly needed for food security in many developing nations, including Malaysia. The Malaysian government focuses more on paddy over other essential crops for the implication of GFT because paddy has always been considered as the main commodity and the staple food crop for the country. However, the farmers decisions to adopt an agricultural innovation depend on complex factors. In most parts of Malaysia, insufficiency of food is mainly due to poor fertiliser adoption by paddy farmers. Fertiliser adoption could improve the food ineffectiveness with the implementation of Green fertiliser Technology (GFT). The aim of this research study is to understand the paddy farmers environmental awareness about GFT in Malaysia. Environmental awareness about GFT amongst paddy farmers could only be possible with proper communication channels. These include the emerging notion and awareness of the GFTs efficient way to increase the production amongst Malaysian paddy farmers. Finally, the outcome of this study will improve the understanding and success rate of GFT amongst Malaysian paddy farmers. For further research, the researchers will develop a model and undertake empirical investigations.

Does Taiwan Stock Market Have a Regular Change-Taking Listed Companies as an Example

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Keywords: Taiwan Stock Market, Regular Change, Listed Companies

Yang and Yang (2015) had performed a study to see if seasonal effect existed in TAIEX index based on TAIEX index as the research data, and the empirical result showed that a winter effect did exist in Taiwans stock market. The so-called winter effect meant that investment return was most significant in this period of time, therefore, this research group will make an in-depth study to see if seasonal effect existed among stocks of different industries.

Water and Carbon footprint of Pizza crust wastage in India

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Keywords: Environmental issues, Food waste, Pizza Consumption, India

Increased disposable income amongst middle class Indians has increased consumption and wastage of food. Food waste during consumption amounts to USD 500 million per annum in India. Sustainable Development Goal aims to reduce global food waste by 50%. Studies have shown that consumers, though aware of environmental issues, don't change behavior that impacts their lifestyle. With the objective of changing behavior of activities which doesn't impact their lifestyle, this paper aims to help individuals contribute to environment protection by highlighting the water and carbon footprint for the pizza outer crust (cornicione) wastage. The study estimates water and carbon footprint per month due to pizza crust waste per pizza consuming Indian would be 32.21 litres and 0.43 kg of CO₂ respectively.

Drivers of Corporate Social Responsibility as Perceived by Employees in Organizations

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Keywords: Corporate Social Responsibility, Drivers, Perception, Human Resource Management

Corporate social responsibility (CSR) is a broad term used to describe a company's efforts to contribute towards the development of a society. The important stakeholders of any CSR program are the organization, its employees and the beneficiaries. Studies show that an organization with strong corporate social responsibility initiatives has an edge in the recruitment and retention of employees. The authors of this research paper have carried out an empirical study to understand the importance of certain parameters as significant drivers of an organization's CSR activities, as perceived by its employees. This has been achieved by conducting a survey of 350 respondents across various designations in diverse organizations. The responses are analysed to identify if there is significant difference in the mean ranking for each of the seven parameters namely vision and philosophy of the organisation increase in profits, enhancing the image, legal compliance, rising global standards, creating awareness and community pressure. To ensure that the objectives of the CSR activities are achieved, it is important for the organizations employees to have a comprehensive understanding of CSR as a term and its relevance to their organization. The study identifies drivers that the employees perceive and a few on which they do not have a clear understanding. Once the organizations are aware of the lacunae, they can plan measures to address any gaps in their employees perceptions which will lead to enhanced productivity.

The Quality of Life of Youth Suffering from Cerebral Palsy Temporarily Orphaned Due to Emigration of a Parent

* Dr. Anna Gagat Matua

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Keywords: Quality Of Life, Migration, Cerebral Palsy, Family

The article is concerned in the quality of life of youth suffering from cerebral palsy, who are temporarily orphaned due to the emigration of a parent. This article focuses mainly on quality of families members, of which, are the labour migrants perceived by youth suffering from cerebral palsy. The quantitative method was used in this studies. In the study, the Satisfaction with Life Scale (SWLS) by Diener, adapted by Juczyski was used. The analysed group consisted of 50 persons (37 girls and 13 boys), aged 16 to 18 years, whose parents are labour migrants. The results indicate that the quality of life youth suffering from cerebral palsy who are temporarily orphaned is at a low and average level.

Stress and coping in adolescents with hearing impairment

* Anna Czy

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Keywords: Hearing Impairment, Deaf, Stress, Coping, Adolescence

The purpose of the study was to determine the relation between strategies of coping stress and the variables: gender, age, the level of hearing impairment, type of hearing device. The research was embedded in the positivist paradigm of quantitative strategy. The study was conducted in 2017 in Poland. For analysis were used nonparametric statistics: ANOVA H by Kruskal Wallis and U Mann Whitney Test, which was used for post hoc analyses. The Sample consisted of young people with moderate to profound hearing impairment (N= 92, 43 male i 49 female), aged 16-19. For diagnostic purposes were used the following research tools: Mini COPE Inventory for Measuring Coping with Stress and PSS-10 The Perceived Stress Scale, in Polish adaptation. Result of research showed the relationship between: variable gender and strategy focused on Planning and Seeking Instrumental Support, variable age and strategy focused on Positive Revaluation and Cessation of Activities, variable type of prosthesis and strategy focused on Cessation of Activities, variable level of hearing loss a and strategy focused on Seeking Emotional Support, and also between variable age and factors Evasive Behaviour and Acceptance.

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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.**



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