

**CONFERENCE BOOK OF
ABSTRACT PROCEEDING**



**Venue: Rydges on Swanston Melbourne 701 Swanston Street
Melbourne, Australia
Date: November 11-12, 2017**

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Book of Abstracts Proceedings

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Melbourne,Australia | November 11-12, 2017

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CONFERENCE TRACKS

- Social and Community Studies
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- Paramedical Sciences
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- 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



CONFERENCE SECHDULE

ANISSH-AF-2017

Venue: Rydges on Swanston Melbourne 701 Swanston Street, Melbourne, VIC 3000 Australia

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

Day: Monday

Date: November 11, 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 Saturday (November 11, 2017)

First 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
Plavini Punyatoya	Consumer response to CSR Communication Strategies: Role of fit and Information Source	MASBM-Nov-108
Ruwandika Perera	Early Adolescents Self-Regulated Learning in Low Socio-Economic Districts in Sri Lanka	MLS-1117-101
Sulaiman Al-Jassar	Fundamental and Technical Trading in the Emerging Market of an Oil-Based Economy	DRSHBM-117-ANI105
Delaram Najmaei Lonbani	Triple Bottom Line of Microfinance Institutions: An Empirical Analysis of BRIC Economies	MASBM-Nov-112
Motheeb Mohammad Albogami	The Influence of Trainees Self-Efficacy and Learning Motivation on Training Satisfaction	MASBM-Nov-115

Lunch Break & Closing:(12:00 pm - 1:00 pm)



Conference Day 02 (November 12, 2017)

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



TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES



Consumer response to CSR Communication Strategies: Role of fit and Information Source

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Keywords: Corporate Social Responsibility, Experiment, Brand-Cause Congruence, Communication Strategies, Information Source, Moderation Effect.

Corporate social responsibility (CSR) has received significant attention in recent years. CSR initiatives create a favourable impression that boosts a firm's reputation among consumers and improves firm's market value. Previous researchers have examined the impact of corporate social responsibility on consumer behaviour. It was reported that CSR activities affect consumer in a favourable way. But this study discusses about various factors that may affect consumers' reactions to CSR and using experimental research approach, the researcher demonstrates that consumers may not always have a favourable reaction towards every CSR activities. The research examines whether brand-cause congruence, CSR communication strategies, and source of CSR information affect consumer reaction to CSR activities. The data were analyzed using multivariate analysis of variance. The result showed that CSR communication strategies pre and post a corporate irresponsible behaviour interact with brand-cause congruence and affect consumer response towards a CSR activity and this relationship is moderated by the source of CSR information. This research contributes to the literature by investigating CSR communication strategy using experimental design. In practice, this research can assist corporates better understand the ways in which CSR can impact or shape consumer response to the marketing communication activity in a positive way. The researcher discussed the limitations of the study and suggested future research directions.

Early Adolescents Self-Regulated Learning in Low Socio-Economic Districts in Sri Lanka

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Keywords: Early Adolescents, Self-Regulated Learning, Low Socio-Economic Districts

A significant proportion of junior secondary students (early adolescents) fail to complete their education and drop out from schools in Sri Lanka. This is particularly true in low socio-economic districts. For this study, survey research design was employed. Motivation and Engagement Scale-Junior School (Martin, 2014) was employed in this study to identify the levels of motivation and engagement in learning among early adolescents. This study surveyed 200 eighth-grade students (100 students from each Sinhala and Tamil-medium). Schools were represented by type 2 government schools located in Monaragala and Nuwara Eliya districts in Sri Lanka. Confirmatory factor analysis was employed to measure the construct validity of the scale to the Sri Lankan context. According to that four main factors were identified including self-regulated learning. Parametric tests were employed to analyse the data. It was revealed that Tamil-medium students levels of self-regulated learning are lower than levels of self-regulated learning in students in Sinhala-medium schools. It is suggested that reducing dropouts rates from junior secondary education requires early intervention to increase self-regulated learning in low socio-economic districts in Sri Lanka and that Tamil-medium schools are prioritised for action. It is imperative that future research examines early adolescents self-regulated learning at a subject-specific level.

Fundamental and Technical Trading in the Emerging Market of an Oil-Based Economy

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Keywords: Technical Trading, Fundamental Trading, Government intervention, Behavioural Finance

In this paper, the role of technicians and fundamentalists in the stock market of Kuwait are presented. The influences of the traders on the prices of stocks whose actions are founded on technical analysis are differentiated from those of traders whose actions are based on fundamental analysis. This differentiation is performed with two econometric model, into which daily data for the stock prices of 15 leading companies drawn from a variety of sectors. Both technicians and fundamentalists are found to contribute to stock price determination, the former contribution appearing more significant, even when accounting for governmental intervention. The paper presents some explanations for these findings.

Triple Bottom Line of Microfinance Institutions: An Empirical Analysis of BRIC Economies

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Keywords: Microfinance Institutions, BRIC economies, Environmental performance, Social performance, financial performance, Trade-off, Data Envelopment Analysis

Studying the performance of microfinance institutions (MFIs) has a history as the introduction of modern microfinance. However, the environmental aspect of performance is a recent subject with little attention to time series analysis. Therefore, this study aims to address this gap by measuring efficiency of a panel data from 56 MFIs in BRIC economies for the years 2009-2015. To this end, we employ method of Data Envelopment Analysis (DEA) to measure technical efficiency from three dimensions of financial, social and environmental performance. We also compare the efficiencies to find if there is a trade-off between each of dimensions the performance. The result shows that on average, MFIs tend to be more efficient over time. In particular, there is a significant improvement in the environmental efficiency of the MFIs.

The Influence of Trainees Self-Efficacy and Learning Motivation on Training Satisfaction

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Keywords: On-the-Job Training, Self-Efficacy, Learning Motivation, Trainees Satisfaction, Training Effectiveness.

In the era of lifelong learning the need to optimize the outcomes of on-the-job training is a necessity. Measuring training effectiveness has been shown as a crucial element in the human resource research and one of the components of training evaluation is trainees expression about the course. In fact, trainees satisfaction could be influenced by some factors as training literature suggests. Self-characteristics influence trainees ability to learn and develop. More understanding about these relations from trainees perspectives will enhance training literature and help training providers and organisations to develop training. Therefore, a mixed-methods case study research combining quantitative and qualitative data in this project was conducted to investigate the influence of trainees self-efficacy and learning motivation on their satisfaction with training. The case of this study was employees from one public organisation who were nominated to attend a compulsory foundational course in an external training provider. From 150 trainees in this course 118 participants filled up the 50 items of Five-Likert scale survey and 12 participants were interviewed in the semi-structured interview. Their self-efficacy, learning motivation, and training satisfaction were investigated to describe the case situation and explore how these factors interact with each others. The findings of this research consistently with the previous literature prove the influence of self-efficacy and learning motivation on trainees satisfaction beside the quality of trainer, content, and training proper environment. It has also been found that learning interaction can explain the relationship between trainees self-characteristics and their satisfaction with training. The demographical factors have shown some differences among the studys variables. Further research on learning interaction while training could be important to facilitate training effectiveness and ensure training satisfaction. In spite of this studys limitations and impossibility of findings generalization, this study give a broad understanding about the case of this study, draw some conclusions, and suggest further research.

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