

# CONFERENCE BOOK OF ABSTRACT PROCEEDING



**Venue: Hotel Jen Hong Kong 508 Queens Road West  
Hong Kong  
Date: December 11-12, 2017**

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# Book of Abstracts Proceedings

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HongKong | December 11-12, 2017

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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
- 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**

“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](mailto:Conferencechair.ani@gmail.com)



## CONFERENCE SECHDULE

ANI-2017

Venue:Hotel Jen Hong Kong 508 Queens Road West, Hong Kong

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

Day: Monday

Date: December 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 - 10:15 am)



**DAY 01 Monday (December 11, 2017)**

**First Presentation Session (10:15 am - 12:30 pm)**

**Venue: Room 1**

**Session Chair: Dr. Vincent**

**Track A: Medical, Medicine & Health Sciences**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
YoungSoon Yang	Improvement of Cognitive Function in Early Stage of Vascular Cognitive Impairment (VCI) after Treatment with the Acetylcholine Precursor Choline Alfoscerate	HKM-4127-101

**Track B: Business, Economics, Social Sciences and Humanities**

Surachai Tumad	Creating Passion in Preparedness of Automotive Industry Entrepreneurs for Industry 4.0 Era in the Southern Part of Thailand	HKS-4127-102
Tanapat Intawee	Transformational Leadership Climate through Learning Organization toward the Organization Development	HKS-4127-104
Phutip Meethavornkul	The Business Guideline of New Entrepreneur toward Business Model Canvas	HKS-4127-105
Juntira Komastitaya	Waste Management in Offset Printing House: Black Ink Made from Reused Printing Inks	ICTA-DEC-HK101
Nucharin Luangsa Ard	Effects of Corona Treatment on Surface of Aluminum Foil for Retort Pouch	ICTA-DEC-HK102
Suguru Tsujioka	The Development of Self-Care Support System by Use Of E-Portfolio for Inflammatory Bowl Disease Patients	ICTA-DEC-HK107

**Lunch Break: (12:30 pm - 01:30 pm)**



**DAY 01 Monday (December 11, 2017)**

**Second Presentation Session (01:30 pm - 03:30 pm)**

**Venue: Room 1**

**Session Chair: Dr. Vincent**

**Track B: Business, Economics, Social Sciences and Humanities**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Hazianti Abdul Halim	Impression Management: A Comparative Study between Chairpersons Statements of the Strong and Poor Performance Companies	MBSHR-127-ANI101
Thanaphat Tachaphan	The Analysis of Tourism Logistics Factors Affect to Tourists Returning at White Temple, Chiang Rai, Thailand	MBSHR-127-ANI102
Suthipong Niphatthananoonth	Strategic Human Resource Management That Affects to The Performance of The Community Leaders in Pa-Oa-Donchai Sub-District, Muang District, Chiang Rai Province, Thailand	MBSHR-127-ANI103
Noora Ahmed Lari (Ph.D.)	Qatari Female Managers in a World of Patriarchy	MBSHR-127-ANI106
Dr Carmen Reaichea	The Role of Stakeholders in Placemaking: A Regional Arts Festival Case Study	MBSHR-127-ANI107
Professor Stephen Boyleb	The Role of Stakeholders in Placemaking: A Regional Arts Festival Case Study	MBSHR-127-ANI107C

**Tea Break & Ending Note:(03:30pm - 03:45 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:** ICTA-DEC-HK105A

Wu, Sheng-Yang

University of Massachusetts Dartmouth, Massachusetts

**Official ID:** ICTA-DEC-HK109A

Ki-Seung

Konkuk University, Seoul, Korea



## **Conference Day 02 (December 12, 2017)**

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



***TRACK A***  
***MEDICAL, MEDICINE & HEALTH SCIENCES***



# **Improvement of Cognitive Function in Early Stage of Vascular Cognitive Impairment (VCI) after Treatment with the Acetylcholine Precursor Choline Alfoscerate**

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**Keywords:** Acetylcholine Precursor Choline Alfoscerate, Cognition

Several studies have reported cholinergic deficits in brain and cerebrospinal fluid of patients with vascular dementia (VaD) . In view of this, cholinergic agents were proposed for relieving symptoms of VaD Preclinical studies, have documented that choline alphoscerate increases the release of acetylcholine in rat hippocampus, facilitates learning and memory, counters cognitive deficit in experimental models of aging brain. This study therefore evaluated whether treatment with the acetylcholine precursor choline alfoscerate improved the cognitive abilities in patients with early stage of VCI





***TRACK B***

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



# Creating Passion in Preparedness of Automotive Industry Entrepreneurs for Industry 4.0 Era in the Southern Part of Thailand

<sup>1\*</sup> Surachai Tumad,<sup>2</sup> Wilai Phungphol1

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**Keywords:** Research, Automotive Industry, Customer's Need.

The objectives of the research were to study passions to the preparedness of the automotive industry entrepreneurs for the industry 4.0 to study guidelines in order to implementation on the passion sides for the preparedness of the automotive industry entrepreneurs for the industry 4.0. The research was the qualitative research that arranged the core 17 informants for the 20 years of the automotive experiences in the southern part of Thailand. Data were collected by focus groups, in-depth interview, participant observation, and documentary study. And analyze the qualitative information on the inductive approach. The findings show that entrepreneurs and teams passions for the industry 4.0: Rating of the entrepreneurs and the teams' passions were fair with a high score which responded readiness of the passions for the industry 4.0 2) The passionate finders were middle of self-entrepreneurs and self-managers and self-supervisors were middle. They couldnt find their self-passions and the rest of them i couldnt know how to find their self-passions but all the passionate finders were highly intended working as to create customers satisfaction. The group had passions to get a new idea and to reach the destination of their work lives and their strong families' lives. Create a new strategy, motivate the team and drive the passions of responding to the customer's needs and change for the industry 4.0. The findings showed the guidance of implementation for the passions for the industry 4.0 as the following; Entrepreneurs would study firstly at the present business situations and their competitors at internal and external countries and also drive the teams to take action to meet the targets. Learn to improve new ideas which design for the customer service systems including the social media channels. Entrepreneurs focusing on technology development along with building connections with partners. In doing so, working with customer relationship management system with partners in order to receive preferable collaboration and creating words of mouth among clients via electronic communication channels and social media. Focus on the innovative passion's motivation in the organization regularly to open the opportunities for all employees who could do the right things of the passions for the beneficial new ideas to the customers or the company. Finally, the speculative and supervisory subsidizations proposed to the further research.

# Transformational Leadership Climate through Learning Organization toward the Organization Development

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<sup>3</sup> Kanokporn Krajangsaeng,<sup>4</sup> Santidhorn Pooripakdee  
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**Keywords:** Transformational Leadership, Learning Organization, Organization Development

The purposes of this research were 1) to study Transformational leadership toward the organization development and 2) to study Learning Organization toward the organization development. The sample groups in this research were 400 people of academic personnel and academic support personnel of national universities in Bangkok by using questionnaire as a research tool. The statistics using in data analysis were percentage, mean, standard deviation, and hypothesis testing by using regression analytical statistic. From studying the research result; Transformational leadership, Learning Organization, and overall organization development were in high level. The hypothesis testing result was found that Transformational leadership had positive influence on Learning Organization and Learning Organization had positive influence on organization development, then the result of this research made aware of the official relationship of Transformational Leadership toward Learning Organization by influencing on organization development. Moreover, this could be a guideline for executives to apply in operation roles and to define the organization policy in order to maximize the organization development efficiency.

# The Business Guideline of New Entrepreneur toward Business Model Canvas

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**Keywords:**Business Guideline, New entrepreneur, Business Model Canvas

The purposes of the qualitative research by in-depth interview were 1) to study the business practices of new entrepreneurs through the business model canvas in different types of business in Bangkok and Metropolitan region 2) to study and analyze to conduct business toward Business Model Canvas in the business of new entrepreneurs. The data was collected by new entrepreneurs of 5 types of businesses and 11 owners which are 1) technology business are 2 business owners 2) food and beverage are 2 business owners 3) service business are 3 business owners and 4) Dried Fruits and snack are 2 business owners 5) Florist shop are 2 business owners. The result showed that all of new entrepreneurs business using Business Model Canvas to manage own business as a guideline 1) Customer Segments of new entrepreneurs can target customers clearly and starts from their feeling or their pain point 2) the value proposition of new entrepreneurs was understands the importance of how to creating value for their products and there focused on the strengths and weaknesses of products and services. 3) Channels of new entrepreneurs were focused on developing products and services to achieve word of mouth and new entrepreneurs were focused on all of communication via social networks. 4) Customer Relationships of the new entrepreneurs was focus on the friendly service or good relationship with customer. 5) Revenue Streams of new entrepreneurs was differences which are depend on the product and services. 6) Key resources of new entrepreneurs were about product and equipment and also focus on employee and technician. 7) Key activities showed that new entrepreneurs clearly understand the purpose and service whether it is producing products and services, customers or the public relations. 8) Key Partner of new entrepreneurs was business partners who promote or support each together. 9) Cost Structure of new entrepreneurs was focus to develop products and services more than public relations because at the present of time people able to used and communicate through social networking and least-cost.

# Waste Management in Offset Printing House: Black Ink Made from Reused Printing Inks

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**Keywords:** Lithographic printing, Process color, Waste, Offset ink, Recycle

Recycle black offset printing ink was made by mixing in-press waste offset inks: cyan (C), yellow (Y), magenta (M) and black (K) inks. The waste of black, cyan, yellow and magenta inks in offset presses left from printing process was re-mixed, and ground in various proportions for preparing the recycle-black inks. It was that the optimum proportion of the waste C, M, Y, K inks decided by CIELAB color value and solid ink density were 16.5%, 16.5, 17%, and 50%wt, respectively. The recycled black ink was studied on ink property and print quality. Overall quality of the recycled black was slightly lesser than that of a commercial black ink. Color difference value (E) between printing test of the recycled black and the standard black ink was 4.53. The recycle of offset ink actually was a benefit method to reduce amount of waste and expense in the offset printing house company.

# Effects of Corona Treatment on Surface of Aluminum Foil for Retort Pouch

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**Keywords:** Corona Treatment, Retort Pouch, Sterilization, Aluminum Foil

Retort pouch is one kind of flexible packaging which made from plastic film or aluminum foil laminating together. Generally, retort pouches will use adhesive to combine each layer of film or foil together. If the lamination between each layer is not good enough, the delamination of each layer might be occurred. Therefore, the effects of corona treatment on surface of aluminum foil for retort pouch (PET/Al/ CPP) were studied. This research was aimed to compare bond strength ability of Al/ CPP layer, seal strength and tensile strength of laminated film (PET/Al/ CPP) both before and after sterilization. Moreover, it was aimed to compare the shelf life of laminated film (PET/Al/ CPP) that held ketchup and tuna for a period of 7, 14, 21 and 30 days. There were five samples used in this experiment, the laminated film without corona treatment on Al surface and the laminated film with corona treatment on Al surface at 2, 2.5, 3 and 4 kW. The results showed that the laminated film with corona treatment (in all levels) on aluminum surface had higher bond strength, seal strength and tensile strength than the laminated film without corona treatment on aluminum surface. The results of the shelf life of laminated film (PET/Al/ CPP) that held ketchup and tuna for a period of 7, 14, 21 and 30 days showed that the bond strength ability of the film without corona treatment on aluminum decreased and the laminated film was delaminated on Al/ CPP layer. In a way, the bond strength ability of laminated film with corona treatment (in all levels) on aluminum slightly decreased. It was also indicated that the level of voltage on corona treatment did not statistically effect on bond strength ability of Al/ CPP layer, seal strength and tensile strength of laminated film (PET/Al/ CPP).

# The development of self-care support system by use of e-portfolio for inflammatory bowel disease patients

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**Keywords:** E-Portfolio, Self-Care Management, Inflammatory Bowel Disease

The purpose of this study is to assist the spontaneous health management of inflammatory bowel disease patients. For this purpose, we have developed a self-care support system. With using the system, the patients can recognize the impact on the symptoms from own lifestyle. Recognizing the impact will be the chance for the patients lifestyle to improve. The system is developed as a web-application. Particularly, it is possible to be used by a cell-phone, so the patient can record his activities at any time. The activities includes a exercise, food, rest etc. In this paper, we describe the overview of proposed

# **Impression management: a comparative study between chairpersons statements of the strong and poor performance companies**

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**Keywords:** Accounting Narratives, Chairpersons Statement, Impression Management

The purpose of this study is to investigate the extent of impression management in chairpersons statement of companies in Malaysia. Research suggests that accounting narratives are widely used and considered important in the investment decisions of private and institutional investors. However, accounting narratives are unaudited and thus may be subject to impression management. The literature has shown that narratives tend to be biased towards positive news, regardless of whether the underlying performance is positive or poor. Therefore, this paper contributes to the body of knowledge concerning incremental information provision and impression management by examining the behaviour of individual chairpersons communicating in different corporate context in Malaysia. Since narrative disclosures are generally unregulated, this raises a number of questions: Is it possible to regulate impression management? Do regulators pay enough attention to the more subtle aspects of financial reporting such as impression management? So many questions remain unanswered that it represents a fertile opportunity for researchers looking for an under-researched field with rich potential.



# The Analysis of Tourism Logistics Factors Affect to Tourists Returning at White Temple, Chiang Rai, Thailand

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**Keywords:** Tourism Logistics, White Temple, Chiang Rai

This research aimed to study about the analysis of tourism logistics factors affect to tourists returning at White Temple, Chiang Rai, Thailand. There are 3 objectives as the following: 1) to study the satisfaction of tourism towards tourism logistics 2) to analyze the tourism logistics factors that effect to tourists returning 3) to find the way to develop tourism logistics at White temple, Chiang Rai. The research method that used in this research was to survey and did the questionnaires from tourists at White temple, Chiang Rai totally 400 samples. According to the result found the overall of tourists are very satisfied with all of the tourism logistics factors. However, when analyzing the relationship between tourism logistics factors and tourist satisfaction which leads to the returning rate found that all factors are affect to tourists returning at White temple, Chiang Rai, Thailand. First factor is physical flow: (3) facilities (7) convenience of rapid transit system at the tourist attraction. Second factor is information flow: (3) information about attraction at the campsite (5) tourist information at Chiang Rai local tourist office. Third factor is financial flow (5) car rental costs. All of these factors and sub factors have statistically significant correlations at 0.05 of tourists returning. Furthermore, in terms of opinions on how to develop tourism logistics at White temple, Chiang Rai most tourist agreed that the attraction should improve the road condition to facilitate travel, and have more public relations about the attraction. Besides, there should have more activities at the attraction, and more tourist attractions along the way.

# **Strategic Human Resource Management That Affects to The Performance of The Community Leaders in Pa-Oa-Donchai Sub-District, Muang District, Chiang Rai Province, Thailand**

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**Keywords:** Strategic Human Resource Management, Performance, Community Leaders, Pa-Oa-Donchai, Chiang Rai, Thailand

The purpose of this research is to study as the followings: 1) study about the internal and external environment which related to human resource management 2) survey the community leaders opinions towards human resource management in the research area 3) analyze the strategic human resource management that affects to the performance. There were totally 70 purposive samplings of community leaders from various groups that used in this research. The research instruments that used in this research were questionnaires, descriptive statistics analysis: percentage, frequency, mean, standard deviation, and interviewing. The results found that the strengths of internal and external environment which related to human resource management were teamwork of the organization, and people in the organization are ready for organizational changes and can adapt themselves in the future. Nevertheless, the weaknesses were the development of people in the organization was not covered in all areas, and there was no continuity of local policy. Moreover, the opportunities were the crisis and change affect to the development of people, and they have modern technology which can support in working. However, the threats were the changing of economics and political policies, budget constraint, and patronage system. In addition, the overall image of the opinions towards human resource management is good. When considering in each aspect found that the transferring at the workplace, the development and training, the evaluation of the performance, the job promotion, the job selection, and the reward management were at a high level, respectively. Furthermore, the analysis of strategic human resource management that affects to the performance of community leaders in the research area consists of 6 strategies which are reward strategy, human resource management with high capabilities strategy, sourcing and saving human resource management strategy, knowledge management strategy, work relationship management strategy, human resource development strategy, and social responsibility strategy.

## **Qatari Female Managers in a World of Patriarchy**

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**Keywords:** Patriarchy, Women Empowerment, Leadership, Qatar, Gender Equality

The State of Qatar has widely sought to include women in public life, particularly in the process of decision-making, has implemented several policies in order to improve gender equality in the workforce and fair distribution of development benefits. Based on an examination, through the use of a qualitative method, of the real experiences among twenty-five Qatari women in senior management positions, the study establishes how far the State of Qatar has achieved the equality of women in the workplace, since the initiation of new reform policies and agendas of modernisation in 1995. The number of women participating in senior management roles is still low in several career fields. Qatari women in leadership positions still face major challenges in relation to cultural limitations and organisational constraints; these areas need to be further developed to improve the degree of gender equality and close the wide gap between the two genders in terms of economic rights and equal opportunities in the labour force.

# The Role of Stakeholders in Placemaking: A Regional Arts Festival Case Study

<sup>1\*</sup> Dr Carmen Reaichea, <sup>2</sup> Professor Stephen Boyleb

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**Keywords:** Regional Arts Festivals, Creative Industries, Placemaking, Business Models, Stakeholders.

This research aims to identify the key factors that drive effective innovative business models in regional placemaking. There has been various approaches of analyzing the impact and importance of the creative industries but few appears to address the importance of major stakeholders driving change and placemaking in this arena. A case study of Generation Jazz Festival event held in Mount Gambier, South Australia, where it is part of the Regional Jazz Festival has been adopted in this paper to underline the analyses of this study. Using a systems approach and stakeholder theory this research aimed to develop a model that evaluates innovative business practices in placemaking. From the case study and its stakeholder analysis a new business model framework is proposed with a focus on organisational culture, idea generation, relationships and collaborations, team work and resource sharing.

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