

**CONFERENCE BOOK OF
ABSTRACT PROCEEDING**



**Venue: Novotel Hotel Bangkok Ploenchit Sukhumvit
Bangkok, Thailand
Date: December 21-22, 2017**

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TABLE OF CONTENTS

SCIENTIFIC COMMITTEE	6
ORGANIZING COMMITTEE	8
CONFERENCE TRACKS	9
CONFERENCE CHAIR MESSAGE	10
CONFERENCE SECHDULE	11
<i>TRACK A</i>	17
<i>BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES</i>	17
Event History Modeling of Student Retention among Engineering and Non Engineering Programs)	18
The impact of E-commerce on physical distribution	19
A REVITALIZATION OF CREATIVE ECONOMY POLICY IN SOUTH KOREA (2013 - 2017) THE CASE OF SEOUL GLOBAL STARTUP CENTER	20
The service quality assessment in McDonald; Victory monument branch, Bangkok.	21
Studying wastes in garment industry in ABC Company	22
Inventory Grouping Design in Warehouse to Reduce Picking Time	23
<i>TRACK B</i>	24
<i>ENGINEERING AND TECHNOLOGY, COMPUTER, BASICS AND APPLIED SCIENCES</i>	24
Event History Modeling of Student Retention among Engineering and Non Engineering Programs	25
Post-Remodel Satisfaction Assessments in Support of Residential Renovations for the Disabled	26
CONCEPTUAL CONSTRUCTION SAFETY MANAGEMENT METHOD BASED ON IoT (Internet of Things)	27
Fourier Transform Infrared Spectroscopic Study of Danthron	28
A Study on the Trend and Development Direction of Variable Lightweight Walls	29
Hand Gesture Recognition System Using Kohonen Self-Organizing Map	30
A Pattern-less Light Out-coupling Enhancement Method for Top Emission Organic Light-Emitting Diodes	31
Neuroscience for the Management of Interactive Contents on European PBS	32
Buddhism and Nature	33



An Analysis of Industry Relevance of Acquired Project Management Skills at a University of Technology	34
The Relationship between Service Quality and Customer Loyalty Mediated by Customer Satisfaction in the Telecommunication Industry	35
The Study of Consumer Behavior and the Satisfaction of College Students in Chihlee University Toward	36
<i>UP COMING EVENTS</i>	37

Book of Abstracts Proceedings

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Bangkok, Thailand | December 21-22, 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
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- 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

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CONFERENCE SECHDULE

ANI-2017

Venue:Novotel Hotel Bangkok Ploenchit Sukhumvit, Thailand

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

Day: Thursday

Date: December 21, 2017

Venue: Room 1

09:30 am - 09:40 am	Introduction of Participants
09:45 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 21, 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
Chi-Mei-Jen	Collective Action as a New Approach to Rural Rejuvenation: Exploring Mobilization of Indigenous Community in Eastern Taiwan	SBEM-127-ANI101C
Jacques Picard	The impact of E-commerce on physical distribution	SBEM-127-ANI102
Natcha Khemnantakul	A Revitalization of Creative Economy Policy in South Korea (2013 - 2017): The Case Of Seoul Global Startup Center	SBEM-127-ANI107
Krittayot Na nongkhai	The service quality assessment in McDonald; Victory monument branch, Bangkok	SBEM-127-ANI108
Thanyaporn Reanchareon	Studying wastes in garment industry in ABC Company	SBEM-127-ANI109
Chalalai Tantigirasakul	Inventory Grouping Design in Warehouse to Reduce Picking Time	SBEM-127-ANI111
Napassawan Kumklong	Inventory Management with EOQ Method in The Kankun LED Lighting Co., Ltd	SBEM-127-ANI112

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



DAY 01 Monday (December 21, 2017)

Second Presentation Session (01:00 am - 02:30 pm)

Venue: Room 1

Session Chair: Dr. Vincent

Track B:Engineering and Technology, Computer, Basics and Applied Sciences

Presenter Name	Manuscript Title	Paper ID
Jennifer M. Parrone	Event History Modeling of Student Retention among Engineering and Non Engineering Programs	STAEM-127-CEAS102
Bobby F. Roaring	Event History Modeling of Student Retention among Engineering and Non Engineering Programs	STAEM-127-CEAS102C
Kyooil Lee	Post-Remodel Satisfaction Assessments in Support of Residential Renovations for the Disabled	STAEM-127-CEAS103
Hanguk Ryu	Conceptual Construction Safety Management Method Based On Iot (Internet Of Things)	STAEM-127-CEAS105
B. K. Barik	Fourier Transform Infrared Spectroscopic Study of Danthron	STAEM-127-CEAS106
Soohyun Ryu	A Study on the Trend and Development Direction of Variable Lightweight Walls	STAEM-127-CEAS107
Juliet P. Cagampang	Hand Gesture Recognition System Using	STAEM-127-CEAS108
Ho-Nyeon Lee	A Pattern-less Light Out-coupling Enhancement Method for Top Emission Organic Light-Emitting Diodes	STAEM-127-CEAS113

Tea/ Coffee Break: (02:30 - 02:45 pm)



DAY 01 Monday (December 21, 2017)

Third Presentation Session (2:45 am - 04:00 pm)

Venue: Room 1

Session Chair: Dr. Vincent

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name	Manuscript Title	Paper ID
Veronica Crespo Pereira	Neuroscience for the management of interactive contents on European PBS	B-127-101
Kenneth Lee	Buddhism and Nature	B-127-102
Stanley Fore	An Analysis Of Industry Relevance of Acquired Project Management Skills At A University Of Technology	B-127-103
Dr. Vikineswaran A Maniam	The Relationship between Service Quality and Customer Loyalty Mediated by Customer Satisfaction in the Telecommunication Industry	B-127-104
Pi Yun Chang	The Study of Consumer Behavior and the Satisfaction of College Students in Chihlee University Toward	B-127-106
Than Dendoung	Understanding Responsible Property Investment (RPI) for Thailand	PBES-DEC-101

Closing Ceremony



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: SBEM-127-ANI104A
Marcus Dittrich
Deggendorf Institute of Technology, Germany



Conference Day 02 (December 22, 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



Event History Modeling of Student Retention among Engineering and Non Engineering Programs)

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Keywords: Collective Action, Rural Rejuvenation, Operational Capacity, Indigenous Community, External Environment

The Rural Rejuvenation Act was legislated on 4th August, 2010 by the government, which was designed to revitalize the overall development of rural areas in Taiwan. As rural decline fell into a vicious circle, problems such as rural migration, aging, lower education, lower average labor productivity, and overall low levels of public service, the government would like to actively solve the so-called declining industry. It is enacted to establish a rural rejuvenation fund and hoping to take care of the farmers and fishermen in rural areas. The aim of this fund is to make the rural community filling with vitality, health and happiness. To implement rural rejuvenation policy, besides top-down integrating strategies, the bottom-up promoting strategies are also considered as an important method. The Amis indigenous community in Eastern Taiwan was encouraged to apply Empowerment Program. According to the rejuvenation course rule, once organizations which make their farmers or residents finishing four stages of course (including beginners course, advanced course, core course, and rejuvenation course) are qualified to propose a Rural Rejuvenation Plan. The indigenous community was very happy about the four-year-project was approved by the Government. However, whether the mobilization of whole community to execute Rural Rejuvenation Plan and achieve their rejuvenated goal of community development is needed to be investigated deliberately. We propose an analytical framework to understand the role of collective action based on the interaction of two dimensions: operational capacity of the indigenous community and external environment which is depended on external support by government and non-government organizations. The implementation of the project depends on financial and non-financial support, such as subsidy to verification fees of organic farming or training and empowering farmers with specific knowledge. This study finds that:

1. The community did retain Amis culture; the leaders have been directly involved in strengthening the operational capacity.

The impact of E-commerce on physical distribution

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Keywords: Internet Development, Digital Marketing, Transportation

Internet development has been the main factor in digital marketing, which has created a total evolution in worldwide marketing practices. Among the main effects of the new communicational tools is the possibility to exchange with a geographically very spread customer basis. Moreover, some of those market segments that could not be served because of the huge geographical dispersion of its elements can be reached today through digital communication. It is now possible to profitably commercialize products for a clientele with very specific needs, even if it is widespread globally. Another consequence of the new technology has been the spectacular increase of Direct Marketing. Those consequences, with increasing effect, have and will continue to have an important impact on transportation use, at a quantitative and qualitative level. First, with the greater use of direct marketing, the number of long distance transactions increases, which causes an augmentation of transport costs, and a decrease in warehousing expenses that occur outside the production locations. Second, there is an increase in less than container load shipments. Finally, a more intensive use of rapid transportation means, like air transport, is likely to occur for the physical distribution of products.

A REVITALIZATION OF CREATIVE ECONOMY POLICY IN SOUTH KOREA (2013 - 2017) THE CASE OF SEOUL GLOBAL STARTUP CENTER

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Keywords: Creative Economy, South Korea, Park Geun-hye, Economic Policy, Seoul GSC, Seoul Global Startup Center

This research aimed to examine the structure of Creative Economy Policy in South Korea and to evaluate the performance of the Seoul Global Startup Center by studying the structure and characteristics of the center. The research was conducted in mix approaches through the collecting of data in primary and secondary stage in qualitative approach. The primary data is collected through an interview session before analyzing the data through the SWOT analysis. The result of this research pointed out that the South Korean government had established the path for a successful Creative Economy. The government agencies set goals and strategies for an effective Creative Economy Policy in action. Additionally, the government also supports the Citizens who came up with ideas that might be valuable in terms of Economic by establishing organizations to give consultants in order for them to develop the goods and services under the supervision of professionals. The study also indicates that Seoul Global Startup Center has potentials to benefit South Korea economically by increasing income, and create more job to resolve the unemployment issues in the South Korea

The service quality assessment in McDonald; Victory monument branch, Bangkok.

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Keywords: Fast food, Service, Service Quality

This research study service quality in McDonald and develop strategy to improve service quality. It is related to SERVQUAL researches and expectation theory. The population of this research is 1,100 customers who buy foods and products in McDonald, Bangkok (Victory Monument Branch). The sample group is 294 people. Questionnaires are used and analyzed in statistic descriptive. The results of this research found that 1) most customers rely on short time service and accurate at 80% 2) most of customers assure in skills and politely of employees at 85% 3) the tangible in McDonald are facility service (sink, toilets and available tables) at 86% 4) Empathy of employees are not important for customers. Most of them are self-service. And 5) Responsiveness are most important at 89% about employees knowledge and 87% in fast services.

Studying wastes in garment industry in ABC Company

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Keywords: Wastes, Lean, Garment Industry

This research studies wastes in garment industry and lean tools for solving the wastes problem in ABC Company. It focuses on warehouse and production that are the main tasks of this company. The population of this research is 40 person who works in the part of warehouse and production process. The questionnaires are 2 parts; the part 1 is related to personal information, the part 2 includes problems and 7 wastes in the company. The limitation of this research is time that use only 6 months to collect data. The researcher cannot solve the problems in the company so that it is the concept of solution and it should implement in the company. The results of this research are 1) the wastes of the company are inventory and over production. The company uses the wrong forecasting so that most of products are not suitable for customers and cannot sale within season. 2) The Lean management that solve the problems are pull system. They have to set up a new forecasting and use online shopping to customize customer needs.

Inventory Grouping Design in Warehouse to Reduce Picking Time

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Keywords: ABC Analysis, Inventory grouping, Warehouse

This research studies inventory grouping design to reduce picking time. The purpose of this research is to analysis the placement of goods within an ABC analysis, warehouse design and reduce picking time. The study indicates that of groupings using ABC analysis or Paletto; group A is the most demanding and moving group place in the area near the exit. The next group is group B and group C, which is moderately and for a long time to be placed in a far position. Goods removing from store must be quick, accurate and complete, and the product is not damaged. The reduced picking time must design warehouse for less time consuming. The population of this research is employees who work in the warehouse. They are 50 people. The questionnaire is distributed in 2 parts; 1) personal information and 2) the warehouse process. The results of this research summarizes that group of products include group A (1,215 SKUs), group B (1,430 SKUs) and group C (867 SKUs). Therefore, the group of products supports the researcher to design layouts of warehouse. They are 3 layouts that are suggested by the executive meeting and warehouse cost of renovation.

TRACK B
ENGINEERING AND TECHNOLOGY, COMPUTER, BASICS AND
APPLIED SCIENCES



Event History Modeling of Student Retention among Engineering and Non Engineering Programs

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³Jennifer M. Parrone, J. Axel Arenas ^{1,2,3} Pangasinan State University

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Keywords: Student Retention, Degree Completion, Event History Modeling, longitudinal study

Ensuring the student retention and graduating in timely manner are major interests of all universities. This study aims to determine the pattern of students retention. The study used an event history analysis using discrete time models to identify the time at which the student is more likely to dropout or shift. The data was provided by the Pangasinan State University Urdaneta city campus which includes demographic variables: gender, courses, number of semesters taken, and status of degree completion. The findings revealed that there is a high prevalence of dropout and shifting for six year period while degree completion across all courses is relatively low. The study revealed that students are most likely to drop out or shift during their two semesters. The Information Technology earned the highest dropout among Non engineering course while Architecture had all its enrollees dropout during the six year coverage of the study. Education courses had the longest mean survival time while BS Information Technology and BS Mathematics had the lowest. Furthermore, there is a significant difference on the survival curve across all Engineering and Non Engineering degree programs found in the study. Sex of the student was found to be not significant predictor of students retention to both degree programs. Finally, findings suggest that the course of students is a significant prediction of the students retention.

Post-Remodel Satisfaction Assessments in Support of Residential Renovations for the Disabled

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Keywords: Residential Renovation, Post-Remodel Satisfaction, the Disabled, Barrier free

Since public resources for the reconstruction of homes for the disabled are not unlimited, it is important to establish guidelines for the most beneficial yet cost-effective home renovations. Evaluations should be made on individual households of persons with disabilities based on objective criteria, and then the support should be provided to maximize the effect. This study seeks to establish those guidelines based on objective criteria by conducting a satisfaction assessment of Livingroom and Bedroom on homes renovation for the disabled in 2014. The post-occupancy evaluation examines the effects on the occupants of 105 households, analyzes the results according to disability type, renovation space, and indoor living style, focusing on the indoor living type rather than the renovation method, limited to the existing home renovation according to the disability type.

CONCEPTUAL CONSTRUCTION SAFETY MANAGEMENT METHOD BASED ON IoT (Internet of Things)

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Keywords: Construction Safety, Safety Management, IoT(Internet of Things), Construction Industry

In 2013 the Global Standards Initiative on Internet of Things (IoT-GSI) defined the IoT as the infrastructure of the information society.[1] The IoT allows objects to be sensed and/or controlled remotely across existing network infrastructure [2], creating opportunities for more direct integration of the physical world into computer-based systems, and resulting in improved efficiency, accuracy and economic benefit. However, the IoT technology has not been well used in construction industry. Therefore this study has an effort to analyze construction safety management method according to Heinrichs accident causation model (domino model) in order to prevent and reduce construction accident and then presents a conceptually applicable IoT technology into construction safety management for field workers safety.

Fourier Transform Infrared Spectroscopic Study of Danthron

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Keywords: Danthron, DFT, FTIR, HF, Structure

Spectroscopic investigation of Danthron, a well-known anthraquinone derivative, was performed. The molecule is known for its antitumor and antiproliferative activity. The experimental spectroscopic studies of Danthron were done using FTIR spectroscopy. To understand the structure and to assign the various vibrational modes observed in the FTIR spectrum, ab initio HF (Hartree-Fock) and DFT (Density functional theory) calculations were performed. The HF and BP86 level of theory with def-SV(P) and TZVP basis sets were selected for the calculations. Among the various possible structures of Danthron, it was found that the most stable structure involves intra-molecular hydrogen bonds between two OH and C=O groups. The FTIR spectrum also corroborate the structure by showing the shift in vibrational modes involving hydroxyl (OH) functional group compared to the parent molecule anthraquinone. The study is of significant importance to understand the reactivity and function of danthron and other anthraquinone derivatives involving the terminal OH group

A Study on the Trend and Development Direction of Variable Lightweight Walls

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Keywords: Efficiency, D240 models, Plasticity Areas.

A Study on Flexural Strength of SC Composite Beams Enforced by Post Tension This study is for efficiency of steel plate on SC-composite beam by testing the location of saddle and the height of fixed point. This study is conducted for suggesting base informations and conforming possibility of applications for efficiency of shoring steel plate. This study is a base test for the composite beam on construction by post-tension method. The results of test are as the following. As a result of reinforced test model for softness, the highest softness is the UD120 models, and the D160 models is lower. the lowest softness is the D240 models. when the location of fixed point is a higher, the softness is lower and the absorption capability is decreased. The yield stress of U models is higher than V models. the yield stress of U models is same with V models during maximum load, so it assumed that V models is a stable on plasticity areas. Comparing unreinforced SC models with reinforced models, the efficiency of SCR-UD120 models is the best model as a result. it assumed that the location of post-tension need to be a same with the stress condition on construction members. As a result, it appeared that SCR-UD120 model show the best capability. It show that the best location of shoring is following moment shape on beam comparing to other types of shoring.

Hand Gesture Recognition System Using Kohonen Self-Organizing Map

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Keywords: Artificial Neural Network, Image Processing, Kohonen Self-Organizing Map, vision-based approach

Hand gesture is a nonverbal communication which is very useful to the deaf and mute. It is also used as an alternative way to communicate with computers. Hand gesture recognition has a wide range of applications such as recognizing of sign language, interfaces for human computer interaction, robot control, machine vision, smart surveillance, computer games, keyboards and mice replacement. This paper described a hand gesture recognition system, a vision-based approach, to recognize static hand gesture images using Kohonen Self-Organizing Map (SOM), an artificial neural network which learns to classify data without supervision. A set of 29 hand gesture images representing letters of the alphabet, enter, space and backspace keys were captured using a CMU camera. The images were cropped using a photo editor and the edited images were converted to grayscale using the MATLAB software. These images in 1D form were used as training set for the Kohonen Self-Organizing Map. After the unsupervised training, the system was tested using 29 actual hand gestures and 10 trials for each gesture. The system achieved an average of 91% accuracy with only 9% error. The systems recognition accuracy may be further improved by increasing the number of epochs in the training phase, experimenting to find a better learning rate, using a high-resolution camera to capture the image more precisely to minimize the amount of background noise resulting to a more defined input feature vector to be fed to the SOM.

A Pattern-less Light Out-coupling Enhancement Method for Top Emission Organic Light-Emitting Diodes

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Keywords: Light-Outcoupling, Dielectric Layer, Efficiency

We propose to use a dielectric layer with a self-formed scattering surface structure as a simple and efficient light-outcoupling layer for organic light-emitting diodes (OLEDs). Using the dielectric layer with the scattering structure, we could improve the light outcoupling efficiency of OLEDs rather than relying on difficult nano-patterning processes. We could fabricate the dielectric layers with pyramid shaped surface structures by using a vacuum thermal evaporation method. The size of the scattering structures was on the order of sub-micron order. The values of the efficiency improvement of the OLEDs obtained by using this outcoupling enhancing method were more than 40%. The improvement mechanism could be explained through a numerical simulation work using a finite-difference time-domain (FDTD) method.



Neuroscience for the Management of Interactive Contents on European PBS

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Keywords: Edutainment, Neuroscience, Learning, Transmedia, Public Service Media, Broadcasters, Television, Innovation, Neuromarketing

The incorporation of new techniques in market research is leading entertainment industry to a better understanding of audiences preferences and liking. In this context, neuroscience methodology is a trendy research among worldwide broadcasters. By the employment of literature review, this paper focuses on neuroscience s potential to lay the foundation of efficient educative transmedia design. Complementary, the research also determines the impact and implementation of this innovative methodology by European public service media. Results point out that emotional engagement is key for cognitive processing such as attention and memory, and the potentiality of learning transmedia platforms such as video games and social TV for increasing the effectiveness of learning processes given its ability to stimulate audience participation, content redundancy, and encourage emotional engagement.



Buddhism and Nature

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Keywords: Sustainable Communities, Healthy Environment, Conscientious

Many of those involved in the ecological movement have found inspiration and parallels within the Buddhist tradition. The Buddhist philosophy of karmic causality and dependent origination (pratitya-samutpada) convey the notion of interdependence of humans and nature. Today, especially in the United States, there are many movements, such as the Buddhist Peace Fellowship, to promote eco-living and sustainable communities, which call for humans to be mindful of the environment and make conscientious choices for the benefit of all sentient beings and nonsentient entities. Just as humans have been the cause of the gradual deterioration of Nature, we can also be the solution towards an eco-conscious living, which not only fosters a healthy environment, but also enables us to build good merit. The core Buddhist teaching, which must be embraced by all eco-minded practitioners is the notion of interdependence, which has been expounded by notable Japanese Buddhist figures in the eighth century, such as Kukai (774-835) of the Shingon School and Dogen (1200-1253) of the Soto Zen sect, who both viewed that non-living life forms trees, plants, and the earth could also achieve enlightenment. Their view is based on the ontological notions of Buddha-nature (tathagata-garbha) and Indras Jewel Net, which is a powerful image found in Huayens (Jpn. Kegon) Avatamsaka Sutra. This talk will examine closer their writings along with relevant sutras and relate them to the eco-friendly and sustainable movements in our society and world today



An Analysis of Industry Relevance of Acquired Project Management Skills at a University of Technology

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Keywords: Project Management, Customers, Hard skills, Soft Skills

The purpose of this study is to investigate the understanding and awareness of Project Management graduates regarding the soft and hard skills of Project Management, specifically the application of these skills in the successful outcome of projects. The research participants for this study were BTech Project Management graduates from A University of Technology in South Africa (SA). This study investigated the perceptions of the critical cross-field outcomes of the BTech Project Management programme in association with the Project Management Body of Knowledge (PM-BOK) with regard to hard and soft skills. As Project Management continues to grow as a discipline; it is becoming more evident that success of the role of project managers cannot be attained with technical skills only. Hard skills are being recognized as one of the minimal requirements for a project manager. A need for excellent interpersonal or soft skills are necessary conditions for success, and although some would disagree, others advocate that these are skills that can be taught and learned rather than skills that are innate or genetic. Considerable effort has been made in the area of hard skills processes, tools and techniques. Project Management methodologies are being developed and improved, but still a large number of projects do not deliver. Apart from hard skills, research in the area of soft skills is promising. A range of soft skills attributes required by project managers has been acknowledged. Good Project Management requires not only knowledge of and the ability to apply technical or science skills, but also the softer art skills, which include human behaviour and interactions. Applying the right balance or mix of art and science, which will vary for different projects, is key to successful Project Management.

The Relationship between Service Quality and Customer Loyalty Mediated by Customer Satisfaction in the Telecommunication Industry

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Keywords: Service Quality, Customer Satisfaction, Mediating Effects, Customer Loyalty

This research was triggered by the interest to inquire what drives customer loyalty amongst users of telecommunication services in the wake of hyper growth in this industry. Students in higher education institutions are heavy users and understanding their loyalty inclination would give some idea to understand their future needs. These needs keep changing and providing quality services with view to achieving satisfaction to maintain customer loyalty is the key to sustain profitability. The main aim of this study was to determine and evaluate the mediating effect of customer satisfaction between service quality and customer loyalty relationship in the telecommunication industry amongst students in Malaysia. To analyze the casual relationships among customer satisfaction, service quality and customer loyalty, quantitative methods applying deductive approaches involving the structural equation model analysis was adopted. The implementation of research framework designed was also subjected to partial least square procedure on data collected from a survey that yielded 114 usable questionnaires. Four hypothesis were postulated in relevance to the relationship among key variables with literature review support and tests revealed that all hypothesis are not rejected. The study revealed that service quality directly influences customer loyalty strongly and positively. Further analysis also showed that customer satisfaction partially mediates the relationship between service quality and customer loyalty. In future more research needs to be done to investigate the role of customer satisfaction amongst student population of the Malaysian telecommunication industry. Future research should utilize experimental design with longitudinal data in this population via vigorous measures on factors affecting customer loyalty as this will give better insights to telecommunication companies to better serve their future market with the view towards retaining customers.

The Study of Consumer Behavior and the Satisfaction of College Students in Chihlee University Toward

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Keywords: Drink to Go, Consumer Behavior, Satisfaction

The study aims at understanding the satisfaction relation of the business conditions and the eating habits, consumer behaviors and consumers toward the chain shops of drink to go. This study which is adopted by the methods of questionnaire in Chihlee Institute would reveal the finds to understand the different point of consumer behaviors of students. By the finds, the drinking chain shop owners could realize some consumption patterns and have some new business ideas.

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