

**CONFERENCE BOOK OF
ABSTRACT PROCEEDING**



**Venue: Novotel Hotel Sydney Central,
Sydney, Australia
Date: October 04-05, 2017**

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

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***11th International Conference on Multidisciplinary
Trends in Social Sciences and Business Research
(MTSBR)***

Venue: Novotel Hotel Sydney Central, Sydney, Australia

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-AF-2017

Venue: Novotel Hotel Sydney Central, Sydney, Australia

Time: Registration & Kit Distribution (10:00 am 10:30 am)

Day:Wednesday

Date: October 04, 2017

Venue: Room 1

10:15 10:25 am	Introduction of Participants
10:25 10:35 am	Inauguration and Opening address
10:35 10:45 am	Grand Networking Session

Tea/Coffee Break (10:45 am- 11:00 am)

DAY 01 Wednesday (October 04, 2017)

Presentation Session (11:00 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
Nadia Adnan	Environmental Sense among Malaysian Paddy Farmers: Implementation of Green Fertilizer Technologies	TPSSF-Oct-104
Motheeb Mohamad Albogami	The Influence of Trainees Self-Efficacy and Learning Motivation on Training Satisfaction	TPSSF-Oct-109
Delaram Najmaei Lonbani	Triple Bottom Line of Microfinance Institutions: An Empirical Analysis of BRIC Economies	TPSSF-Oct-106
Lee Li	Factors Driving Small Technology Firms Internationalization	MTSBR-107-ANI102

Lunch Break & Ending Note: (12:00 pm - 01:00 pm)

Conference Day 02 (October 05, 2017)

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



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TRACK A

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

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

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Keywords: Environmental Sense, Malaysian Paddy Farmers, Green Fertilizer Technologies

In most parts of Malaysia, insufficiency of food contributes mainly due to poor fertilizer adoption by paddy farmers. Fertilizer adoption could be improved with the implementation of Green fertilizer Technology (GFT). The aim of this research study is to understand paddy farmers awareness about GFT 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 different essential crops for the implication of GFT because paddy has always been considered as the main commodity and the staple food crops for the nation. Awareness about GFT among farmers could only be possible with proper communication channels. These include the emerging notion and awareness of the GFT efficient way to increase the production among Malaysian paddy farmers. The outcome of this study will improve the understanding and success rate of GFT and also aim on exploits the farmers about GFT. For further research, researchers will develop a model and undertake empirical investigations

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

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Keywords: On-The-Job Trainig, 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 influence 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.

Triple Bottom Line of Micro-Finance Institution: An Empirical Analysis of Efficiency in 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.

Factors Driving Small Technology Firms Internationalization

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Keywords: Determinants; Internationalization SMTEs

Using a sample of 175 US firms, this paper investigates the determinants of internationalization by small and medium-sized enterprises in technology industries (SMTEs). The findings suggest that internationalization by SMTEs is increasingly determined by particular strategic variables including R&D intensity and strategic alliances as opposed to organizational variables, such as size and age. More importantly, interaction between these strategic variables has a greater significant impact upon internationalization by SMTEs than the individual strategic variables. Other strategic variables however, such as advertising intensity, do not have significant effects on internationalization by SMTEs.

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promote professional interaction lifelong learning recognize
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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