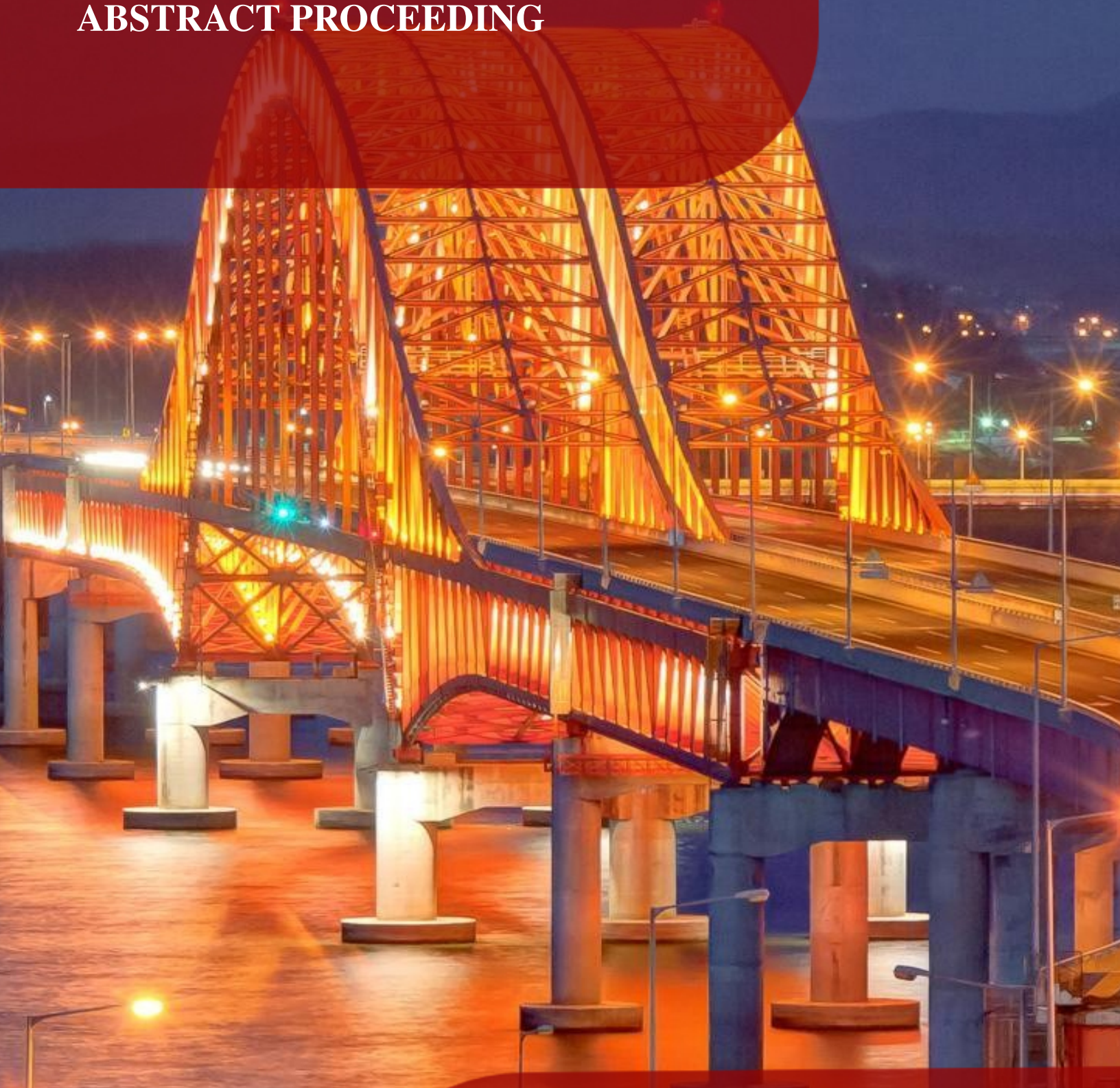


# CONFERENCE BOOK OF ABSTRACT PROCEEDING



**Venue: Nine Tree Premier Hotel Myeongdong 2**

**Date: October 13-14, 2018**

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# Book of Abstracts Proceedings

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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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- Electrical & Electronics Engineering
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- 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 SCHEDULE**

**ANISSH-2018**

**Venue: Nine Tree Premier Hotel Myeongdong 2**

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

**Day: Saturday**

**Date: October 13, 2018**

**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 (October 13, 2018)**

**First Presentation Session (10:30 am - 12:00 pm)**

**Venue: Room 1**

**Session Chair: Dr. Vincent**

<b>Paper ID</b>	<b>Manuscript Title</b>	<b>Presenter Name</b>
<b>Track A: Business, Economics and Social Sciences</b>		
SEO-3108-101B	Setting the personal injury discount rate: Theoretical framework and practical implications	Felix W.H. Chan
SEO-3108-102B	Linkage and Leakage in Tourism Related Sectors in Thailand	Bundit
TBMEC-OCT-103	Nurturing the Research Gene in Today's Educators and Trainers: Strategies and Challenges for a New Generation of Learners	Dr Bob Barrett
BMEC-OCT-105	Consumer Trust and Online Payment Options: Determinants of E-Commerce in the Least Developed Countries	Mohamed Muse Hassan
SBTM-108-ANI101	Analyses of Perceptions of Agricultural Occupations Among University Students in Malaysia	Neda Tiraieyari

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



## **Conference Day 02 (October 14, 2018)**

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



***TRACK A***  
***BUSINESS, ECONOMICS AND SOCIAL SCIENCES***

# Setting the Personal Injury Discount Rate: Theoretical Framework and Practical Implications

<sup>1\*</sup>Felix W.H. Chan, <sup>2</sup>Wai-sum Chan  
<sup>1,2</sup>Kong, <sup>2</sup>Chinese University of Hong Kong  
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**Keywords:** Dispute Resolution, Compensation, Tort And Personal Injury, Discount Rate

In April 2018, the Hong Kong Law Reform Commission issued a Consultation Paper touching upon the determination of discount rate applied in the assessment of damages in personal injury cases. The discount rate is fundamental to the actuarial determination of the multipliers adopted in the assessment of personal injury compensation. It is the rate of investment return the claimant can be expected to achieve on the lump-sum award before it is fully exhausted. The underlying themes of the consultation embrace principles posed by theories advanced in different fields, including law, actuarial mathematics and econometrics. The questions raised include: what are the guiding principles on how the rate is set? Should the power to set the discount rate be conferred on the judiciary or the legislature? How often should review of the discount rates be triggered by changes in investment risks and rates of return? These issues deserve a more thorough analysis from theoretical and empirical perspectives. An analytical framework is needed to clarify the current position and the specific issues pertinent to the mechanism of dispute resolution.

# Linkage and Leakage in Tourism Related Sectors in Thailand

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**Keywords:** Thai Tourism, Tourism Leakage

The continuous growing in Thai tourism sector has been recorded since 2010. However, the poor linkage between tourism related sectors and the others, and the high degree of tourism leakages are the major problems to obstacle this growing. This paper aims to measure the linkage and leakage in tourism by use the Thais input-output table for 2010. The linkage and leakage in tourism related sectors presented by 4 statistics: backward linkage, backward leakage, forward linkage and forward leakage. Following Reis and Rua (2006), the the input-output coefficients from input-output table were organized for 2 matrices; domestic input-output coefficient matrix and imported input-output coefficient matrix. According to the tourism TSA, tourists expenditures can be categorized to 12 items. These items defined in input-output table in 16 sectors which called tourism related sectors including wholesale trade, retail trade, restaurant and drinking place, hotel and lodging place, railways, route and no route of road passenger transport, road freight transport, land transport supporting services, ocean transport, coastal and inland water transport, water transport services, air transports, hospital, library and museum, amusement and recreation, and personal services. For domestic, the finding indicated 8 sectors with high backward linkage sectors. According to this finding, the tourism related sectors are not the important sector in Thai economy. In term of imports, the average backward leakage in 16 tourism related sectors is 1.42. One baht increased in output in tourism related sectors needs to import intermediate inputs for 1.42 baht. There are 7 sectors which are high backward leakage sectors. On the forward leakage, the increasing in one baht of output in tourism related sectors for input induced import output increased only 0.03 baht. The conclusion is that tourism related sector is high backward leakage. Then, the growing of tourism sector has been impeded by import. Therefore, the policy to relief the leakage should be considered including enhance the linkage with domestic content and cultural tourism for sustained growth in Thai tourism sector.

# Nurturing the Research Gene in Today's Educators and Trainers: Strategies and Challenges for a New Generation of Learners

\*Dr. Bob Barrett

American Public University, USA

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**Keywords:** Business Researcher, Research Strategies, Research Writing, Business Challenges

While we require our students to do research writing and checking their work, the key question is whether our educators and trainers in today's learning environments are up to the same researching and writing challenges faced by the students. Do we, as educators and trainers, do active research and follow through with it to provide an opportunity for ourselves to contribute to the literature in our field or do we just read the works of others? Can we really demand the best from our students, if we are not providing a proactive model for them to follow with our own contributions? When was the last time one of your students cited one of your own works, whether dated or recent? Thus, this paper will look at ways that educators and trainers tend to fall by the wayside and perhaps just teach and grade papers, and offer little extra to their own field of specialization. However, the key is developing one's own plan of scholarship and achievement to help jump back on board with academic scholars in with the areas of professional presentation at academic conferences and/or contributing to academic research in one's field to challenge past and current writings, along with the motivation to not only challenge the literature but to show new ways of approach various segments of one's current leading academic specialists. The key step is grounded in two approaches - time management and project management. Most researchers (past and present) will argue that time limitations may be the key factor for limited research writing, but sometimes we have to set aside time by creating both time and project management plans with the use of a calendar and interacting with peers to help motivate not only ourselves, but perhaps to enlist a partner in research to motivate each other in this endeavor. The next critical element is the change in research methods since the time we took academic studies - has the Internet really changed the way we do research or not? The formation of a research writing group among peers and/or graduate students to bounce off ideas is another motivational factor to be explored in the paper. Finally, the paper will help provide a plan of action for non-research academicians, or ones that have not done active research in a given time, to help them become pro-active researchers, which can help add to their teaching skills sets.



# Analyses of Perceptions of Agricultural Occupations Among University Students in Malaysia

<sup>1\*</sup>Neda Tiraieyari, <sup>2</sup>Gary N. Mclean

<sup>3</sup>Steven Eric Krauss, <sup>4</sup> Ismi Arif Ismail

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**Keywords:** Agriculture, Aspirations, Occupation, Perceptions, University Students

We explored perspectives of university students about farming as a future occupation and their occupational aspirations. Primary qualitative data were collected from students in the Faculty of Agriculture, Universiti Putra Malaysia. Data were gathered in April, 2018, through focus group discussion with fourteen students who have chosen agriculture as a field of study. Students preferred to have agricultural-related employment, but almost all informants indicated that they would not venture into agriculture as a farmer due to several obstacles and the nature of the job. With regards to future job aspirations, the students wanted to be involved in agribusiness activities and other agriculture-related occupations, such as researchers and lecturers in agriculture, consultants, marketing and sales managers, traders, and suppliers of agriculture products. All students said that they would not consider becoming a farmer in the future unless they could use smart farming with advanced technologies to ease farming activities. Results demonstrated that young peoples perceptions of farming as an occupation is not favorable even among those rural and urban youth who have chosen agriculture as a field of study. Modern farming was proposed as a tool to increase motivation among youth to engage in profitable agriculture.

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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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