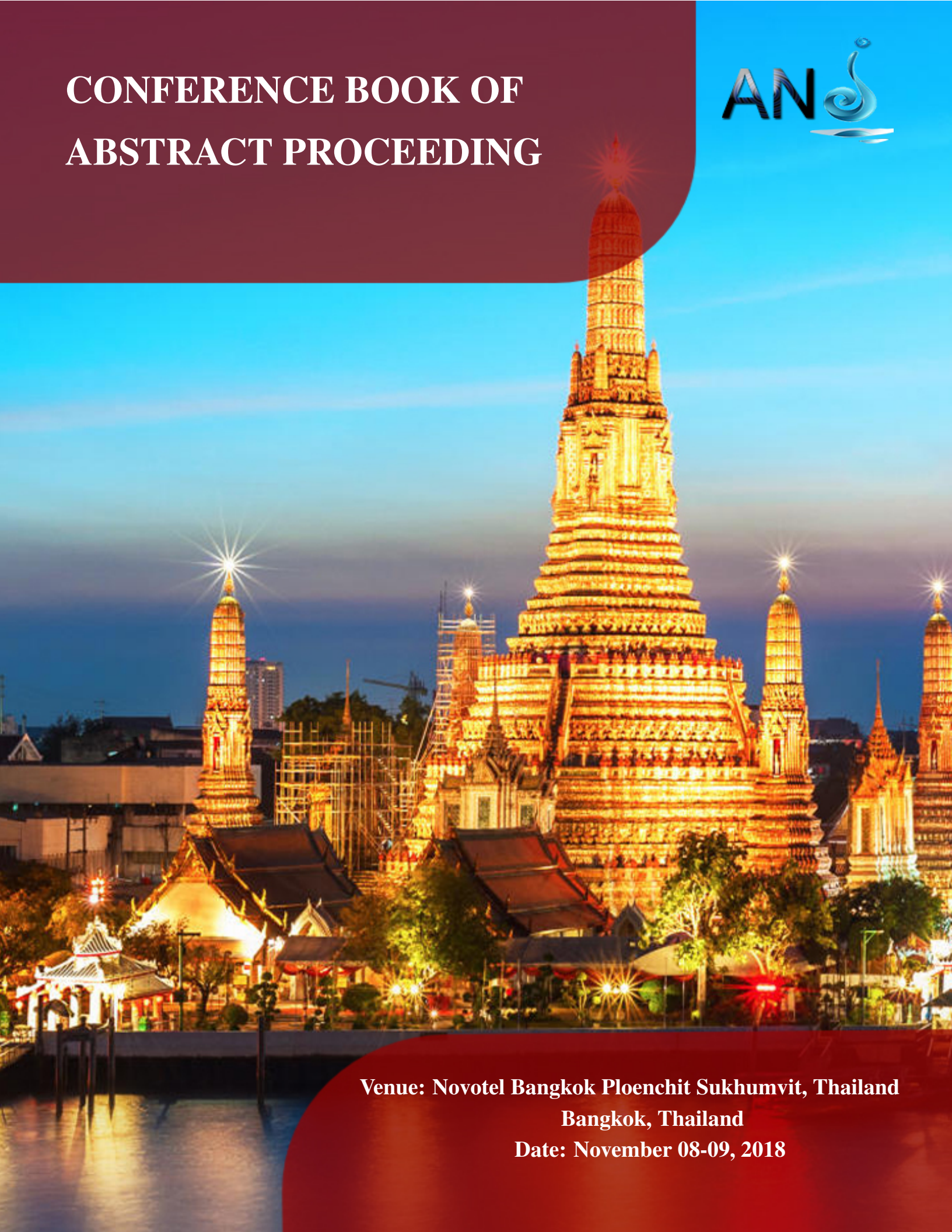


CONFERENCE BOOK OF ABSTRACT PROCEEDING



**Venue: Novotel Bangkok Ploenchit Sukhumvit, Thailand
Bangkok, Thailand
Date: November 08-09, 2018**

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Book of Abstracts Proceedings

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Bangkok, Thailand | November 08-09, 2018

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CONFERENCE TRACKS

- Social and Community Studies
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- Economics, Finance & Accounting
- Business and Management Studies
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- Civil Engineering
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- Physical, Applied and Life Sciences
- Interdisciplinary
- Medical and Health Sciences
- Paramedical Sciences
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- Veterinary Medicine and Sciences
- Food Science & Nutrition
- Agricultural sciences
- Interdisciplinary



CONFERENCE CHAIR MESSAGE

Dr. Vincent W Ho

“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 W Ho

Conference Chair

Email: Conferencechair.ani@gmail.com



CONFERENCE SECHDULE

ANISSH-2018

Venue:Novotel Bangkok Ploenchit Sukhumvit, Thailand

Registration & Kit Distribution (09:00 am - 09:10 am)

Day: Thursday

Date: November 08, 2018

Venue: Room 1

09:10 am - 09:20 am	Introduction of Participants
09:20 am - 09:30 am	Inauguration and Opening address
09:30 am - 09:40 am	Grand Networking Session

Tea/Coffee Break (09:40 am - 10:00 am)



DAY 01 Thursday (November 08, 2018)

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

Venue: Room 1

Session Chair: Dr. Vincent W Ho

Presenter Name	Manuscript Title	Paper ID
Track A: Business, Economics, Social Sciences and Humanities		
RDSH-101	Introducing Agency Costs through Role Play	Dr. Venkata Ramana Lellapalli
RDSH-103	Business Strategy Development of PT. Garuda Indonesia using the Activity System Map	Harimukti Wandebori
RDSH-104	Bullying or Fat Shaming? The Risk Factors of Body Dysmorphic Disorder (BDD) in Teenage Girls	Dr. Sumi Lestari
RDSH-106	The Effects of Foreign Language Anxiety on Secondary Students	Prof. Dr. Adel AlBataineh
SBEM-118-ANI101	Mixed Active Learning for Teaching in Logistics and Supply Chain Field	Natpatsaya Setthachotsombut
SBEM-118-ANI104	Performance on Logistics Service Quality (LSQ) of Container Transportation Service Provider (CTSP)	Hatairat Bandittayarak

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



DAY 01 Thursday (November 08, 2018)

Second Presentation Session (01:00 pm - 2:30 pm)

Venue: Room 1

Session Chair: Dr. Vincent W Ho

Presenter Name	Manuscript Title	Paper ID
Track A: Business, Economics, Social Sciences and Humanities		
SBEM-118-ANI105	Applying Integrated Logistics Management Platform for Thailand Industrial Business Sustainability	Chalat Wongsanguan
SBEM-118-ANI106	Sustainable Supplier Selection in Electrical and Electronics Industry in Thailand	Wilailak Unkaew
RDSH-105	Academic Self-Efficacy as a Predictor Toward Decisional Procrastination Among College Students Preparing a Thesis in Indonesia	Thoyyibatus Sarirah
RDSH-109	Public Debt Sustainability in CEE Countries	Prof. Dr. Niksa Nikolic
SBEM-118-ANI102	Measuring Counselling Ethics Competency among Malaysian Registered Counsellors	Dr. Noor Syamilah Zakaria
Track B: Medical & Health Sciences		
BKM-2118-121	Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human	Zakiah Samori

Ending Note: (02:30 pm - 03:30 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: BKM-2118-101A

June Hyuk Kim

Orthopaedic Oncology Clinic, National Cancer Center of Korea

Official ID: BKM-2118-105A

Wayne Lee, MD.

John Muir Health in California, USA

Official ID: ACNS-NOV-101A

Yumiko Katsuyama

Orchid Lily Consulting, Tokyo, Japan



Conference Day 02 (November 09, 2018)

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

Mixed Active Learning for Teaching in Logistics and Supply Chain Field

*Natpatsaya Setthachotsombut

Lecturer in College of Logistics and Supply Chain, Suansunandha Rajabhat University Bangkok, Thailand

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Keywords: Mixed Active Learning, Teaching, Logistics and Supply Chain

This article aims to, 1) study the Mixed Active Learning (MAL) for teaching in logistics and supply chain field and 2) comparing the teaching approach between Flipped Classroom (FC) and Creativity-Based Learning (CBL) which one that effect to Learning Outcome (LO), by using mixed methodology between qualitative and quantitative research. The populations are students of Suansunandha Rajabhat University, Bangkok, Thailand, 150 people from 447 people. The selection sample size by specific method and data collection by In-depth interviews and using the questionnaires, data analyze by various statistical techniques such as Simple Regression Analysis, Multiple Regression Analysis, and Path Analysis. The findings found that, 1) MAL have direct effect to LO, and have direct influence 0.7, the variance or changing of LO was depending on FC and CBL, MAL variable can explain the LO 59%, and 2) FC and CBL not have direct influence on LO, The direct influence was 0.36 and 0.37, respectively. However both variables can explain the LO by 51% that mean, It is better and more appropriate to use the FC and CBL teaching methods to apply together, that better positive effect to LO.

Measuring Counselling Ethics Competency among Malaysian Registered Counsellors

^{1*}Dr. Noor Syamilah Zakaria, ²Neerushah Subarimaniam, ³Wan Marzuki Wan Jaafar, ⁴Ahmad Fauzi Mohd Ayub, ⁵M. Iqbal Sariipan

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Keywords: Counselling Ethics, Malaysian Registered Counsellors, Internalization

The Board of Counsellors (Malaysia) emphasizes on counselling ethics competency among Malaysian registered counsellors to enhance counselling ethics education comprehension and application, which may improve counselling services delivery to the clients and advance the counselling profession. Although the significance of counselling ethics competency is evident, to date there is very limited empirical research to measure counselling ethics competency. This research aims to develop an online-based instrument in measuring counselling ethics competency, (2) determine perceived level of counselling ethics competency, (3) determine factors that may influence counselling ethics competency, and (4) determine relationship between demographics information and counselling ethics competency. The design will be an online survey research and the participants will be all Malaysian registered counsellors working at various settings. As the final product, this research offers an online survey instrument which can be utilized to identify levels of counselling ethics competency among Malaysian registered counsellors. The researchers will employ simple random sampling and data collection will be using the newly developed online instrument which could identify the measures of ethical competency and provide the researchers a means to measure counselling ethics competency. This research will describe the outline of counselling ethics competency among Malaysian registered counsellors and will also provide insights for counsellor educators to have more responsibilities within the scope of counsellor education training programmes. Future scope may not just to focus on traits, characters and skills building to produce good counsellors; but to emphasis more from ethics comprehension toward the best practices of ethics application and internalization in becoming self-sufficient counsellors.

Performance on Logistics Service Quality (LSQ) of Container Transportation Service Provider (CTSP)

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^{1,2}College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Thailand

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Keywords: Literature Review, Logistics Service Quality (LSQ), Logistics Key Performance Indicator (LPI), Competitive Advantage, Container Transportation Service Provider (CTSP)

This article presents a review of literature on the relationship of service quality of logistics service providers (LSQs) has proposed a new framework for measuring the service quality of logistics service providers (LSQs), which includes Logistics Key Performance Indicator and Competitive Advantage of the Container Transportation Service Provider (CTSP) in Thailand. Content analysis is used in this document to analyze and classify documents. The search for literature in a systematic manner has been conducted through electronic databases, including Emerald, Science Direct, Research Gate, and Pro Quest, using four keywords: (a) Service Quality (SERVQUAL), (b) Logistics Key Performance Indicator (LPI), (c) Logistics Service Quality (LSQ) and (D) Competitive Advantage. The information in logistics service providers (LSPs) point of view was summarized the quality of service provided by the carrier. Container Transportation Service Provider (CTSP) consists of 7 aspects: Personnel Contract Quality, Information Quality, Order Handling Quality, Physical Distribution Service Quality (PDSQ), Timeliness, Image and Social Responsibility that affect the performance of Container Transportation Service Provider (CTSP). It is estimated that the logistics key performance indicators in the 3 dimensions are cost dimension, time dimension, reliability dimension.

Applying Integrated Logistics Management Platform for Thailand Industrial Business Sustainability

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^{1,2} College of Logistics and Supply Chain, Suan Sunandha Rajabhat University

Corresponding Email: chalatw@scg.com

Keywords: Sustainable Development, Business Sustainability, Dow Jones Sustainability Index, Supply Chain Management, Logistics Management, Green Logistics, Transportation Management, Business Best Practice, Integrated Logistics Management Platform.

The purpose of this study aims to understand the key factors, structure, and process of high performance logistics model from private entrepreneurs in Thailand's industrial sector and to suggest the strategic common integrated logistics management platform for business enterprise. Based on Master Plans for National Economic and Social Development of Thailand (2017-2021), the competitive competency and the sustainable development are focused. Thailand's logistics efficiency is directly crucial for both country's competitiveness and business sustainability. The private sector should play increasingly an important leading role in the logistics development to improve the efficiency of the logistics and supply chain process. This study aims to review and find out how 1) Government Policy, 2) Related Laws & Regulations, 3) Government Promotion and Campaign, 4) Infrastructure and Information Technology Enhancement, and 5) Logistics Best Practices & Guideline would formulate and impact the effectiveness of the integrated logistics management platform for business sustainability. The study will present the models, approaches and learning points to be used in the development, application and promotion of integrated logistics management platform to reduce overall logistics costs in private sector and strengthen competitiveness of country

Sustainable Supplier Selection in Electrical and Electronics Industry in Thailand

^{1*}Wilailak Unkaew, ^{*2}Chattrarat Hotrawaisaya

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Keywords: Sustainable Supplier Selection, Electrical and Electronics (E&E), Sustainable Competitive Advantage (SCA).

Thailand's electrical and electronics industry (E&E) has an important role to generating national income from exports and employment contributor to the Thai economy have been growing up for years, they are now facing fierce competition at both regional and global levels as well as changing trade rules and new technologies. This purpose of this research is to study the supplier selection in E&E Industry in Thailand by considering sustainable criteria which consists of three main criteria 1) economic 2) environmental 3) social and sub-criteria to creating in ways that enhance sustainable competitive advantage (SCA) to E&E industry in Thailand, the criteria are based on the study of concepts, theories, literature reviews, and information related to E&E industry. The population of this research are membership of Electrical and Electronics Institute in Thailand.

Introducing Agency Costs through Role Play

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Indian Institute of Management Indore, India
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Keywords: Agency Costs, Role Play, Bondholders, Management, Shareholders.

Introductory sessions in a corporate finance course deal with initiating students to the investment decision (capital budgeting), the financing decision (capital structure) and the reward to shareholders (dividends) in the context of achieving the objective, viz. firm value maximization. Thereafter, the relationship between the firm, its shareholders, the bondholders, and the markets, in the broader context of social costs is brought up for discussion, and the notion of agency costs is introduced to understand its impact on the value of a firm. An innovative method of engaging students is undertaken through a role-play exercise. The students were divided into three groups. Group 1 is the bondholders (B), group 2 is the management (M) and group 3 is the firms shareholders (S). A write-up discussing a capital structure for an investment proposal is distributed to the three groups. After a few minutes, during which they get to read the write-up, they are given a little over ten minutes to discuss the issue in their respective groups. Thereafter two sets of discussions between the groups take place the first between B and M, and the second between M and S. Based on the first set of discussions between B and M, three possible scenarios emerge bondholders are fully funding, partially funding or not funding the proposed project. The outcome of this discussion has consequences for the next discussion between M and S, which results in the shareholders orientation to the project and the management. The results pertaining to the nature of agency costs are discussed in the backdrop of the learning brought to the class from an earlier finance course, the work experience of the students and the skills exhibited by the group in articulating the nuances of the issues. Implications for use of technology in aiding programme curriculum are also discussed. .

Business Strategy Development of PT. Garuda Indonesia using the Activity System Map

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Keywords: Activity Map, Activity System, Strategy, Garuda Indonesia, Resource-based.

PT Garuda Indonesia is one of the full-service airlines in Indonesia. It has a vast networks both local lucrative market and international market. In fact, for the last two consecutive years the performance of Garuda deteriorated and suffered significant losses. The conceptualized of the Garuda Indonesia's strategy is a complex system with choices of interrelated activity systems. The research revealed the involved activity system consisting of interdependent activities which are necessary for Garuda as the bases of competitive advantage. Lack of coordination, innovation, inflexibility, rigidity, and lack of focus were the causes to this unsought performance. The ideal activity map of the airlines reflects the business strategy relating to cost leadership and differentiation. The cost leadership is obtained from the operational efficiency of the activities and the resources required to implement the strategy while the differentiation is acquired from the innovativeness of the airline to tailor the services to the passengers. The airlines achieve the innovativeness of the service along with the activities and resources from the organization which enhance the collaboration, share information, knowledge, and competencies.

Bullying or Fat Shaming? The Risk Factors of Body Dysmorphic Disorder (BDD) in Teenage Girls

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Keywords: Fat Shaming, Body Dysmorphic Disorder (BDD), Teenage Girls

This study is intended to provide an overview of fat shaming as a risk factor for teenage girls who experienced body dysmorphic disorder (BDD). The method used in this study is qualitative research with a casuistic approach, while the respondents in this study were teenage girls who experienced body dysmorphic disorder, which the first screening of informants was carried out by establishing a diagnosis of symptoms of body dysmorphic disorder in informants based on DSM V symptoms. Further, the data analysis in this study used thematic analysis of Boyatzis. The results of this study delineate that all respondents undergo unpleasant experiences related to specific bullying of their weight or fat shaming from the surrounding especially from family and peers (schoolmates and playmates). The respondents that consistently encounter fat shaming impacted on their confidence, pride, self-acceptance, self-conception, social interaction, eating disorders, camouflage and body dysmorphic disorder.

Academic Self-Efficacy as a Predictor Toward Decisional Procrastination Among College Students Preparing a Thesis in Indonesia

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Keywords: Academic Self Efficacy, Decisional Procrastination, Collage Student

Preparing a thesis often becomes a load by college students and finally they procrastinate to do it. On this research aimed to know how academic self-efficacy had a role on decisional procrastination towards college students preparing a thesis. 120 college students were taken as respondents by purposif sampling technique. the instruments were academic self-efficacy scale adopted by Bandura Theory (1977) and The Melbourne Decision-Making Questionnaire (Mann, Burnett, Radford, & Ford, 1997). The result of data analysis by using simple regression found that academic self-efficacy influenced significantly on decisional procrastination toward college students preparing a thesis.

The Effects of Foreign Language Anxiety on Secondary Students

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Keywords: Central Illinois, Classroom Anxiety Scale, Middle Level Anxiety.

The purpose of this study was to examine the effects of foreign language anxiety on secondary students at a school district in central Illinois. The study analyzed student perspectives from a school district in central Illinois regarding language anxiety and how student learning is impacted. The researchers used a convenience sample of 120 students who were in four different levels of Spanish courses. Participants were given a series of statements using the Foreign Language Classroom Anxiety Scale (Horwitz et al., 1986). Using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), the survey was administered to gauge how students feel that language anxiety affects their learning of a foreign language. External validity of this study is challenged by the limitation of high schools present in this study and by the convenience sampling that may not entirely represent the population. The results clearly show that the majority of high school students classified themselves as middle level anxiety and that this trend was consistent amongst the different course levels.

Public Debt Sustainability in CEE Countries

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Keywords: Public Debt, Sustainability, Fiscal Adjustment, Interest Rates Of Bond Governments, Budget Deficit

Public debt is an important instrument of economic policies in all developed and less developing countries. Its impact on economic growth can be used as the support of economic activities, especially in periods of crisis. Furthermore, many empirical studies suggest that there is a positive effect of public debt on economic growth to a certain limit. However, once this limit is exceeded, this effect will be negative. This limit is different from country to country and the principal problem is how to determine it. There are no absolute and universal public debt limits. We can say that these limits are achieved when the objectives of the fiscal policy are endangered. In this context, special attention is paid to the long-term sustainability of public debt. Public debt is sustainable if the state regularly repaid its annuities and interest rates. However, public debt becomes unsustainable if its growth is faster than the states ability to repay it. Public debt sustainability depends on a many of economic and political factors. The most significant economic factors are the existing level of indebtedness, the GDP growth rate and the interest rate on government bonds. The most significant political factors are the credibility and determination of past and present governments to solve fiscal problems. In this paper, we analyze the public debt sustainability in CEE countries. All of them are newer members of the European Union (Bulgaria, Czech Republic, Poland, Hungary, Slovakia, Slovenia and ,Croatia). We will answer the question of the public debt sustainability of selected CEE countries. Also, we will investigate the impact of public debt on interest rates of government bonds. In our work, we use a dynamic panel model that monitors the movement of variables through time.

TRACK B
MEDICAL AND HEALTH SCIENCES

Establishment of the Shariah Framework for the Application of Somatic Gene Therapy in Human

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Keywords: Somatic Gene Therapy, Shariah Framework, Islamic Principles.

Human gene therapy is best known as a transfer of nucleic acids to either the somatic cells or germ cells of an individual. It introduces genetic materials which have therapeutic purpose ranging from inherited genetic disorders to certain malignancies and infectious diseases. This medical scientific breakthrough has received lucrative demand worldwide as it offers potential treatment to cure genetic diseases in human at the molecular level. Since then, thousands of people have already participated in the trials thus it is likely to be part of medical practice in the future. This model of Shariah Framework would serve as the ethical basis for the application of somatic gene therapy in Malaysia and beyond (particularly Muslim countries) especially for Muslim doctors, scientists and Muslims at large. Consideration of the position of Somatic Gene Therapy from the Shariah perspective is undeniably crucial in any attempt to regulate Somatic Gene Therapy in any Muslim countries in the future.

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Our mission is to encourage global communication and collaboration 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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