

CONFERENCE BOOK OF ABSTRACT PROCEEDING



**Venue: Novotel Bangkok Ploenchit Sukhumvit,
Thailand**

Date: January 22-23, 2019

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Book of Abstracts Proceedings

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Bangkok, Thailand | January 22-23, 2019

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ORGANIZING COMMITTEE

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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 W Ho

“International Conference of Akademia 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 SCHEDULE

ANISSH-2019

Venue: Novotel Bangkok Ploenchit Sukhumvit, Thailand

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

Day: Tuesday

Date: January 22, 2019

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 - 10:00 am)



DAY 01 Tuesday (January 22, 2019)

Presentation Session (10:00 - 11:15 am)

Venue: Room 1

Session Chair: Dr Vincent W Ho

| Paper ID | Manuscript Title | Presester Name |
|---|---|-----------------------|
| Track A: Business Management & Social Sciences | | |
| EMSS-JAN-102 | The Role of Work Alienation on the Effect of Workplace Incivility on Turnover Intention | Hakan TURGUT |
| EMSS-JAN-106 | Foreign vs. Domestic: Variation of Aggregate ShortSelling in Korea | Kuan-Hui Lee |
| SBEMW2-019-ANI101 | Benefits of Foreign Language Skills in Foreign Businesses in Thailand | Tongtong Ketngam |
| EMSS-JAN-107 | The Importance of Festvals in Destnaton Preferences of Consumers: The Case of Altnky | Mete Sezgin |
| Track B: Engineering and Technology | | |
| NCSA-JAN-105 | Design of Emergency Vehicle Route Guidance System using Crowd Sourcing Technology | Park Jin Sue |

Lunch Break & Ending Note



Conference Day 02 (January 23, 2019)

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



Role of Work Alienation on the effect of Workplace Incivility on Turnover Intention

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Keywords: Workplace Incivility, Turnover Intention, Work Alienation

In terms of social behavior and organizational behavior, individuals working in organizations are supposed to obey minimum rules for respect in the communication they have established with each other and in the behaviors towards each other. However, because of reasons such as difficult living conditions, it is seen that frequency and intensity of rude behaviors of colleagues affect relations between workers. Besides, it is thought that their working orders and work atmospheres may be damaged. Therefore, it is considered that workplace incivility may increase turnover intention which is seen as a negative result regarding workers and organization and may spread among workers with the effect of work alienation. The purpose of this study within the scope is to research what kind of role perception of work alienation has on the effect of workplace incivility on turnover intention. In parallel with this purpose, 450 workers of a company in the province of zmir active in electric-electronic sector were determined to be the universe of the study. Questionnaire forms prepared for the research were delivered to all the workers by hand. However, 183 questionnaires were returned in the first stage. Work Alienation Scale comprised of 8 items and a single dimension developed by Nair and Vohra (2010), Workplace Incivility Scale comprised of 7 items and a single dimension developed by Blau and Andersson (2005), Turnover Intention Scale comprised of 3 items and a single dimension developed by Mobley et al. (1978) were used in the questionnaire form prepared for data collection. Cronbach alpha coefficients were examined for the reliability of the scales in the study and it was seen that scales are reliable for this sampling chosen. In addition to this, exploratory and confirmatory factor analyses were carried out for validity of scales. Results obtained revealed that scales are valid for the sampling studied. Hierarchic regression analysis was used in the test of descriptive statistics of the data and hypotheses aimed at the relations between the independent and dependent variable of the study and mediation effect. As a result of analyses carried out, it was found that workplace incivility has a meaningful and positive effect on turnover intention. In addition, it was observed in the method with three steps proposed by Baron and Kenny (1986) in order to measure the mediation effect that perception of work alienation has partial mediation effect on the relations between the dependent and independent variable of the study. As a result, it was determined that because they feel uneasy in the workplace where colleagues with higher levels of workplace incivility are majority, turnover intention of some workers increases. It was found that workplace incivility increases both turnover intention directly and work alienation and has effect on turnover intention indirectly. Results of analyses carried out according to data obtained in the first stage of the study are above.

Foreign vs. Domestic: Variation of Aggregate ShortSelling in Korea

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Keywords: Short-Selling, Foreign Investors, Individual Investors, Contrarian, Momentum, Korean Stock Market

We examine the variation of aggregate short-selling by foreigners, individuals, and institutional investors in relation to market return, volatility, and other macroeconomic variables in Korean stock market. Aggregate short-selling has significant seasonal components such as day-of-the week, monthly effect, and holiday effect as well as overall increasing time trend. Foreigners tend to increase their short-selling after short-term strong performance of market, while individual short-sellers show the opposite pattern. We find some evidence that aggregate short selling is affected by market volatility and CDS premium for Korean government bond. The U.S. market condition is also shown to have significant impact on aggregate short-selling by foreign investors and individual investors. Lastly, we find that significant dynamic relation exists for market return and aggregate short-selling.

Benefits of Foreign Language Skills in Foreign Businesses in Thailand

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Keywords: Benefits, Foreign Language Proficiency, Thai Employee, Business Firms, Rayong Province

Foreign language skills in Thailand have become an important key to professional advancement and business operations. Having some fluency in a language other than the employees native language improves employee coordination, clientele satisfaction, business operations, and business management. Foreign language proficiency skills of Thai employees in business firms facilitate smoother communication and coordination between local headquarters and offshore subsidiaries. Most employers and owners consider foreign language proficiency skills as assets to their business operations, but surprisingly not all do. This paper focuses on the role and influence of foreign language in five business firms in Rayong Province, Thailand. It concentrates on four foreign languages: English, Chinese, Japanese and Korean. The primary purpose is to assess the benefits of foreign language proficiency to Thai employees in the five selected firms. This paper shows that there is indeed a close relationship between degree of benefit and level of foreign language proficiency. It finds that foreign language skill improves the promotion opportunities, income, prestige and working conditions of Thai employees. Thus, Thai employees in Rayong who have a good command of any of the four foreign languages studied here have more advantages and opportunities, compared to Thai employees who lack such skills.

The Importance of Festivals in Destination Preferences of Consumers: The Case of Altnky

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Keywords: Consumer Behaviour, Event Tourism, Altnky

This study aims to reveal the effect of festivals held in Altnky on tourism preferences of consumers. Within the scope of the research, firstly, consumer preferences, activity tourism and the effects of festivals are discussed theoretically. The area of application is limited to the residents of Altnky district by taking into consideration the constraints of time, cost and accessibility. In the research, 60 interviewing consumers were interviewed face to face. The data obtained from the study were evaluated with the help of Nvivo 10.0 program by using qualitative research method. As a result of the findings, demographic characteristics of the consumers participating in the festival, travel purposes, perceptions about the festivals held in Altnky were evaluated and some suggestions were made for the effective implementation of festivals.

TRACK B
ENGINEERING & TECHNOLOGY, COMPUTER, BASIC & APPLIED
SCIENCES



Design of Emergency Vehicle Route Guidance System using Crowd Sourcing Technology

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Keywords: Online Examination System Model, System Model, Software Development, Software Prototype, Adobe XD

Current information technology plays a significant role in a lot of people live. The uses of information technology in education have begun to play a key role of teaching more and more. Developers have seen the opportunity and the importance of using information technology for people living, so the awareness of developing the online examination system on the internet for the Office of The National Broadcasting and Telecommunications Commission (NBTC) is proposed to replace a traditional examination of radio frequency spurious certification. The problems in the traditional examination system are times, expenses, and spaces including staffs in each of an examination. Each examination wastes a lot of costs of personnel allowances, accommodations, papers, printing costs, and space rental. The burdens of the examinees are a travelling times and costs to be at the examination location arranged by the Office of the National Broadcasting and Telecommunications Commission. Taking an advance of existing technologies to develop an online examination system model for people who want to get the radio frequency spurious certification, examinees can take the radio frequency spurious examination on the internet anywhere and anytime. Our model could improve the examination processes, reduce all costs and times of examinees and the NBTC, and bring the advantages of current available technologies to make it efficient, convenient, and effective. The online examination system model will check conditions such as an examinee must pass a training of radio frequency spurious classes (theoretical and practical training classes). A practical training class will provide a practical examination. Then, examinee must take the radio frequency spurious examination passing 90% scores. The radio operators must obtain a radio frequency spurious certification in accordance with the rules followed by NBTC. The online examination system model randomly creates questions of each examination form for each examiner effectively. Examinees must answer each question in the system depending on the set of time. After an examination, examinees can check results on the system. The online examination system model is developed using the Adobe XD. This paper shows how to apply an online examination system model to improve the traditional examination model. Our system can support the examination of a radio frequency spurious certification by the office of NBTC. It shows that our online examination system model is efficient, reliable, and sufficient to use and replace in the traditional radio frequency spurious exam. The system responses for the needs of NBTC processes, employees, and examinee candidates as well.

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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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