

PROCEEDINGS

EITNA-2019

**2nd International Conference On
Recent Trends in Engineering Management
Information Technology, Networking &
Applied Sciences**

Venue: Hotel Mystays Ochanomizu Conference Center

Tokyo, Japan

Date: October 26-27, 2019



CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

Consortium-ET

Consortium of Engineering & Technology



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Book of Abstracts Proceedings

2nd International Conference on Recent Trends in Engineering Management, Information Technology, Networking & Applied Sciences (EITNA-2019)

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Proceedings of the 2nd International Conference on Recent Trends in Engineering Management, Information Technology, Networking & Applied Sciences

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***2nd International Conference on Recent Trends in
Engineering Management, Information Technology,
Networking & Applied Sciences (EITNA-2019)***

Venue: Hotel Mystays Ochanomizu Conference Center, Japan

Conference Theme: Provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Engineering and Technology.



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CONFERENCE TRACKS

- 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

CONFERENCE CHAIR MESSAGE

Michael Sasaoka

“International Conference of Consortium of Engineering & Technology” 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.

Michael Sasaoka

Conference Chair

Email: contact@consortium-et.com



CONFERENCE AGENDA

DATE: October 26-27, 2019

LOCATION: Hotel Mystays Ochanomizu Conference Center

DAY: Saturday-Sunday

EVENT TITLE: 2nd International Conference on Recent Trends in Engineering Management

Information Technology, Networking & Applied Sciences (EITNA-2019)

Start Time

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



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Session: 01
10:00 am - 12:00 pm: Presentation Session
Track A: Engineering, Technology & Applied Sciences

Paper ID	Manuscript Title	Presenter Name
EITNA-OCT19-101	Digital Archive Development Process Using GIS Technology for Heritage Building in Civic Zone Melaka World Heritage Site (UNESCO), Malaysia	Shahrul Hapizah Binti Musa
Track B: Business, Economics, Social Sciences and Humanities		
RBESH-OCT2019-101	Implicit Bias in Decision-Making	Benjamin D. Reese, Jr.
RBESH-OCT2019-102	First Names of Students of Royal Thai Police Academy: A Sociolinguistic Analysis	Kroekbol Subhasereebhap
RBESH-OCT2019-103	Factors influencing mobile phone addiction: A preliminary study on two selected public universities in Malaysia	Akmar Hayati Ahmad Ghazali
RBESH-OCT2019-106	Knowledge acquisition sharing based on interim manager experiences	Andrea Bencsik
RBESH-OCT2019-112	The Mediating Effects of Employee Engagement and Organizational Commitment of Thailand's SMEs Businesses on the Relationship between Perceived Corporate Social Responsibility and Employee Performance	Tidarat Pongvachirint
RBESH-OCT2019-110	The Nexus between Dividend Policy and Financial Gearing of Listed Non-Financial Companies in Tanzania	Mutaju Marobhe
RBESH-OCT2019-111	Evaluating the Perception of Luxury Fashion Brands in Iran's Marketplace and the Impact of the religion on consumer buying behavior	Nastaran Norouzi

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

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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.

Name: RBESH-OCT2019-102A
Peeratchai Seemaung
Graduated from Burapha University

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Conference Day 02 (October 27, 2019)

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



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TRACK A

ENGINEERING, TECHNOLOGY & APPLIED SCIENCES

Digital Archive Development Process Using GIS Technology for Heritage Building in Civic Zone Melaka World Heritage Site (UNESCO), Malaysia.

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⁵Noor Azidah Binti Abdullah,⁶Yahaya Bin Ahmad

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Keywords: Heritage And Conservation, Digital Archive, GIS, Spatial Data

This paper presents the development of digital archive management for heritage buildings and monuments in Melaka using the Geographic Information System (GIS) technology. There are numerous amount of resources including documented data on heritage buildings in Melaka comprising historic facts, measured drawings, photographs, inventory, and reports. Recently, most of the architectural heritage resources in this country are at risk due to minimum preservation and conservation approach. Melaka and Georgetown have been acknowledged as the UNESCO World Heritage Sites and carry out great numbers of heritage properties including historic building and monuments from different era in Malaysia. Conflict of data and resources management leads to redundancies and difficulties in accessing data due to the involvement of various parties such as State Government, Local Authorities, and scholars from various higher learning institution. Therefore, digital archives resources need to be centralized in order to improve the heritage and conservation management in Malaysia. This paper explains the methodology which involves three main phases referring to conceptual, logical and physical design to develop digital archive. Hence, this system able to store, manage and analyze spatial and attribute data of heritage buildings and monuments in the Melaka World Heritage Site (UNESCO) known as Core Zone area.



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TRACK B

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES

Implicit Bias in Decision-Making

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Keywords: Medicinal Plant Extract, Antibacterial Activity , -Mangostin , Eugenol

In spite of decades of focused efforts, including legislation, policy changes, and the leadership of notable women and men, inequities, prejudicial behavior and bias, both overt and implicit, related to gender, race, sexual orientation, and cultural background seem an ingrained part of virtually every culture, from small isolated island communities, to major urban cities. Implicit bias, that form of bias that is out of awareness, unconscious, has the potential to impact decision-making in numerous sectors of any society (education, business, healthcare, penal system, etc.), as well as interpersonal relations, more generally. This paper will provide an introduction to the theory of implicit bias, describe the development of this form of bias, describe its impact, and suggest strategies to diminish the impact of this insidious form of bias.

First Names of Students of Royal Thai Police Academy: A Sociolinguistic Analysis

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Keywords: Naming, First Name, Thai Names, Thai Society, Sociolinguistics

This research aims to analyze first names of students of Royal Thai Police Academy in terms of number of syllables, original language of morphemes, and meaning. Data are collected from students in 2019 academic year, including male and female students from first year students to fourth year students. The total number of first names is 200. The hypotheses are 1) most first names consist of 3 syllables, 2) most morphemes are from Pali and Sanskrit, and 3) most first names of male students are in strength meaning domain. The results show that most first names consist of 3 syllables because 3-syllable first names are usually phonologically beautiful and easy to recognize. Most morphemes are from Pali and Sanskrit. So the first 2 hypotheses are right. However, most first names of male students are in wisdom and blessing meaning domains, whereas those of female students are in beauty and nature meaning domains. So the last hypothesis is wrong. In conclusion, first names of students of Royal Thai Police Academy are inevitably influenced by Thai society. First names of each generation obviously reflect values of Thai society in the naming period.

Factors influencing mobile phone addiction: A preliminary study on two selected public universities in Malaysia

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Keywords: Mobile Phone, Youth, Addiction, Usage, Shyness, Loneliness, Stress.

Mobile phones have become one of the must need tool for youth because this tool offers various functions which benefits youth in socializing and communicating; information and entertainment seeking; and as safety tools in emergency. The Youths of today have a great acceptance upon mobile phones. Mobile phones do not only provide positive effects, but this gadget also has its negative effect such as addiction. The latest studies have failed to catch the interest from scholars which has led to the lack of understanding on the issue of mobile phones especially among the youth. Furthermore, through observation done by the researchers the discourse on mobile phone addiction among Malaysian public university students has yet to be explored. This is the gap that the study tries to accommodate, by discussing the factors influencing mobile phone addiction among Malaysian public university students and with that, creating a discourse. This paper attempts to identify the relationship between independent variables (mobile phone usage, shyness, loneliness, perceived stress) with mobile phone addiction. The latest study seems to attract less interest from scholars which lead to the lack of understanding on the issue of mobile phones especially among youth which leads to this study, in hopes it would help in the effort of closing the gap. This study applied a cross sectional survey involving 200 students from two selected public universities in Malaysia. This study found that all of the selected variables show a significant relationship with mobile phone addiction. The data shows that there is positive small strength correlation between mobile phone usage, loneliness and shyness with mobile phone addiction while perceived stress shows positive medium strength correlation with mobile phone addiction. This study accepts the fact that mobile phone addiction is inevitable among public university students in Malaysia, but it can be controlled.

Knowledge acquisition sharing based on interim manager experiences

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Keywords: Interim Management, Interview Technics, Knowledge Management, Knowledge Acquisition, Knowledge Sharing, Qualitative Analysis

Intellectual capital is one of the most important organisational resources, so knowledge management (KM) belongs to the everyday activities in business life. An especially critical step of KM is knowledge acquisition and sharing, which is to make up for knowledge gaps in order to achieve a higher level of organisational performance. Organisational practice turns to solutions more and more, which acquire the necessary knowledge with the help of external sources. A possible solution is employing interim managers, who have gained extensive knowledge by solving the problems of different organisations. The interim manager, as a knowledge manager, brings the new knowledge into the organisation, develops, transfers, uses and preserve it. In our qualitative research, using the logic of an own model, we tried to identify the phases, in which the process of knowledge management and the activity of the interim manager are connected. A structured in-depth interview was used to collect information that was evaluated using the NVivo program. The result shows that, in most cases, managerial and professional knowledge is also transferred, and the interim managers are valuable to enterprises for their tacit knowledge. Knowledge transfer and development are the result of collaboration, knowledge generation through shared thinking, and knowledge development through that individuals solve complex problems on their own. In every case, a prerequisite of successful knowledge transfer (and its integration into organisational memory) is the trust developed between the sponsor and the interim manager. The study introduces the reader to the details of the research.

The Nexus between Dividend Policy and Financial Gearing of Listed Non Financial Companies in Tanzania

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Keywords: Dividend Policy, Gearing, DSE

This paper intends to examine the relationship between dividend payouts and financial gearing in listed non financial companies in Tanzania. A case study of ten (10) non financial companies listed at Dar es Salaam Stock Exchange (DSE) will be used to assess this important phenomenon. Secondary panel data from the companies annual reports will be utilized covering a period from 2013 to 2018. The link between dividend policy and gearing will be analyzed using fixed and random effects multiple regression whereby the independent variables will be dividend payout ratio, dividend per share as well as dividend yield whereas the dependent variable will be gearing ratio. Firm size, firm growth, inflation rate and capital investment will be used as control variables in the multiple regression model. The results from this study will help to add some valuable insights to the existing body of knowledge regarding dividend policy by empirically helping to explain the connection between dividend policy and gearing so as to supplement famous dividend hypotheses such as those by (Modigliani & Miller, 1961) and (Black, 1976) .

Evaluating the Perception of Luxury Fashion Brands in Iran's Marketplace and the Impact of the religion on consumer buying behavior

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Keywords: Medicinal Plant Extract, Antibacterial Activity , -Mangostin , Eugenol

Iran with population of more than 80 million people is considered a growing market for personal luxury fashion goods. The dispersion of population is focused around urban centres; more than %70 of Iranian population lives in urban area and more than 60% of such population are under 30 years old among them a large number of young and educated. There is a growing market for fashion and personal luxury goods (which such goods are at the centre of this study) and as a result various European luxury operators have an established presence in Iran despite many difficulties such as sanctions and government hostility towards western brands. The luxury fashion market in Iran is under-studied and this study looks into consumers perceptions of luxury fashion brands through the identification of various variables such as gender, age, income, marriage status, education, behaviour (hedonism, intellectualism, individualism and collectivism), governmental policies and particularly religious beliefs. Since the Islamic Revelation of Iran in 1979, Iranian government necessitates Iranian and even tourists to comply with a set of rules in getting dressed in public. Also, religion in Iran requires females to cover their bodies in public and encourages modesty and simplicity in getting dressed. Such regulations are paradoxical for fashion sector in Iran. This study attempt to address the impact of such regulations in addition to socio-cultural variables on the perception of luxury fashion consumers in Iran.

The Mediating Effects of Employee Engagement and Organizational Commitment of Thailand's SMEs Businesses on the Relationship between Perceived Corporate Social Responsibility and Employee Performance

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Keywords: Perceived CSR, Employee Engagement (EE), Organizational Commitment (OC), Employee Performance (EP).

Employee engagement and organizational commitment are the most widely researched topics in the field of organizational behavior. The main objective of this study is to explore how perceived corporate social responsibility influences employee performance by mediated with employee engagement and organizational commitment in garment Small and Medium Enterprises (SMEs) business sectors. This study was conducted in Thailand and sample 379 full-time employees from respondents of garment Small and Medium Enterprises (SMEs) business sectors. This study found that perceived corporate social responsibility to be positively related with employee engagement, organizational commitment, and employee performance. These findings suggest that perceived corporate social responsibility (CSR) positively affects employee performance by two mediators which are employee engagement and organizational commitment by indirect effects. Therefore, the study suggests the importance of how to enhance employee performance with employee engagement and organizational commitment that fit in perceived corporate social responsibility activities.

UP COMING EVENTS

You can find the details regarding our upcoming events by following below:

<http://consortium-et.com/upcoming-events/>



MISSION

*To disseminate knowledge and help scholars,
practitioners and administrators to promote
the high quality research.*

