

# Conference Proceedings 2018



**THE ICBTS**  
Research Conference Proceedings 2018

**International Academic Multidisciplinary Research Conference 2018**

**Proceeding of**

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY  
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*Helsinki, Finland  
9-11 August, 2018*

**THE 2018 ICBTS**



**Edited by Kai Heuer, Wismar University, Germany  
Chayanan Kerdpitak, IBEST Conference & Publication, USA  
Ebrahim Soltani, Hamdanbin Smart University, UAE  
Gilbert Nartea, Lincoln University, New Zealand  
Vipin Nadda, University of Sunderland, United Kingdom**

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**Conference Three Themes**

*The International Business Tourism and Applied Sciences Research Conference*

*The International Education Social Sciences and Humanities Research Conference*

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## THE 2018 ICBTS

**Organised by**

**ICBTS Institute Conference Center & IJBTS** International Journal of Business Tourism and Applied Sciences

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By Dr. Chayanan Kerdpitak & Professor Dr. Kai Heue & Professor Dr. Ebrahim Soltani, ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

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## INTRODUCTION

We would like to welcome our colleagues to the International Business Education Social Sciences Humanities Tourism Transport Technology Research Conference. It is the nine series in 2018 of Conference on Business Tourism and Apply Sciences was held in Paris. As always many members of the ICBTS 2018 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to October between Europe and the rest of the world is now well established. This year's event in Vienna (Austria) London (UK) Las Vegas (USA) Amsterdam (Netherlands) Zurich (Switzerland) Oslo (Norway) Helsinki (Finland) Berlin (Germany) Rome (Italy) Lisbon (Portugal) Lucerne (Switzerland) and another continues with the cultural following the very successful and productive event held in London in February 2018 in the field of various types for international academic research conference on Business Education Social Sciences Humanities and Technology. As usual The ICBTS 2018 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2018 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Paris represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
- Humanities
- Health care Management
- Hospitality Management
- Hotel Management

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## **SPEAKER BACKGROUND**



**Professor Dr. Ebrahim Soltani**

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

## **SPEAKER BACKGROUND**



**Professor Dr. Kai Heuer**

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

## 2018 ICBTS CONFERENCE HELSINKI PROGRAM

<b>The 2018 ICBTS International Multidiscipline Research Conference</b>	
<b>9 August 18</b> 8.30 – 09.10 (TH)	REGISTRATION & WELCOME Welcome meeting at The Radisson Blu Seaside Helsinki, Finland
<b>9 August 18</b> 09.00 –10.45	<p><b>Session A1</b></p> <p><b>Paper 1 (1)</b> The Result of Oral Medication Education Program for Preventing Complication in DM. Patient Ponpun Vorasiha and Tipapan Sungkapong</p> <p><b>Paper 2 (2)</b> Lifestyles and Health Perception in the Retired Elderly Karuhadej P. and Dangthongdee S. and Cherwanitchakorn S. and Shuaytong</p> <p><b>Paper 3 (3)</b> Characteristic Needs of New Registered Nurses from College of Nursing and Health, Suan Sunandha Rajabhat University by Head Nurse Perspectives Kanya Napapongsa and Dr. Muntanavadee Maytapattana</p> <p><b>Paper 4 (4)</b> Ethical Practice Behaviors of the 4<sup>th</sup> year Undergraduate Nursing Students, College of Nursing and Health, Suan Sunandha Rajabhat University Muntanavadee Maytapattana and Sumala Sawangjid and Kwanrutai Sempoon</p> <p><b>Paper 5 (5)</b> The Pilot Study: Adaptation of Lecturers after Retirement Sujitra Uratanamane and Premwadee Karuhadej and Ponpun Vorasiha and Udomporn Yingpaibulsuk</p> <p><b>Paper 6 (6)</b> Ability to Communicate with Customers in Basic English: A Case Study of Guest Houses Employees in Thailand Dr. Natnaporn Aeknarajindawat</p> <p><b>Paper 7 (27)</b> Coping with Recession: The Croatian Experience Borozan Djula</p>
	Morning Break in the room
10.46 – 12.30	<p><b>Session A 2</b></p> <p><b>Paper 1 (22)</b> Adaptive Leadership for School Excellence amid Policy Change Wanwisa Suebnusorn</p> <p><b>Paper 2 (7)</b> Strengthen Program of the moral and basic goodness for the first year nursing students in College of Nursing and Health, Suan Sunandha Rajabhat University ChantanaChangchenvate and Dr. ponpun Vorasiha</p> <p><b>Paper 3 (8)</b> The Research Evaluation of Heroes Project by CIPP Model Thitavan Hongkittiyanon and Boonlegan Thomtong and LakanaYodkoldij and Jiraporn rakkarn</p> <p><b>Paper 4 (9)</b> The effect of the Program of Practical skills preparation in Maternal and Newborn Nursing on achievement of nursing students Napissara Dhiranatara and Petcharat Techathawewon</p> <p><b>Paper 5 (10)</b> The effect of preparedness program before clinical practice on achievement of nursing students in the subject of Maternal and Newborn Nursing and Midwifery practicum PetcharatTechathawewon</p> <p><b>Paper 6 (11)</b> Effects of Empowerment Program on Dementia Preventive Behavior in Elderly Monrudee Popijan</p> <p><b>Paper 7 (19)</b> Whether the adult attachment styles would affect leader-subordinate relational identity ? Sung-Chun Tsai and Ching-Fung Chan</p>
12.31-13.30	Lunch
13.31-15.00	<p><b>Session A 3</b></p> <p><b>Paper 1 (39)</b> Influence of Moringa (Moringa Oleifera) Leaf and Seed Extracts on <math>\alpha</math>-AMYLASE AND <math>\alpha</math>-GLUCOSIDASE inhibitory Properties of Acarbose Akintemi Abimbola O and 2Ganiyu Oboh and Ibukun Emmanuel O</p> <p><b>Paper 2 (50)</b> Cirque du Soleil - KA in Vegas Associate Professor Dr. Hilary Becker</p> <p><b>Paper 3 (31)</b> The Reality of the Economics of Retirement Securities for Moderate-Income Families Dr. Ruby Beale</p> <p><b>Paper 4 (48)</b> Sustaining independent Language Learning Via Mobile Tagging: The Use of Quick Response Code to Enhance Students Motivation in an Algerian University EFL Classroom</p>

	<p>Dr. Mimouna ZITOUNI  <b>Paper 5 (44)</b> Leadership Framework in Kindergarten Education  Joanne Marie Igoy-Escalona  <b>Paper 6 (29)</b> Pushover Analysis and Incremental Dynamic Analysis of Steel Braced Reinforced Concrete Frames  Sangar Saud Hamad Amin</p>
15.01– 15.15	Afternoon Break
15.16 – 16.30	<p><b>Session A 4</b>  <b>Paper 1(17)</b> Bullying Incidents Experienced by Indigenous Students their Coping Mechanism and Parental involvement: Basis for a Child Protection Program of KNHS  Reyselle Ann N. Teodosio  <b>Paper 2 (18)</b> Strategic Heritage Tourism Development Framework Towards Global Competitiveness and Sustainability  Shella Marie Ignacio  <b>Paper 1 (6)</b> Poverty as the Bane of Street Children in Kano Metropolis, Northwestern, Nigeria, 1999-2016  Azeez Fatimo Moromoke  <b>Paper 2 (22)</b> Illusion, Gender Bias and Conflict in Ancient Indian Literature: A Presentation / Interpretation of Episodes in Ramayana And Mahabharata  Dr. Madan Mohan Beura  <b>Paper 3 (16)</b> Disinfection without bromate formation in drinking water using high voltage impulse  In-Soung Chang and Hye Ran Kim and June-Ho Lee</p>
	<b>SESSION B</b>
<b>9 August 18</b> 09.00 -10.45	<p><b>Session B 1</b>  <b>Paper 1 (12)</b> The Royal Project: Case Study of Doi Bo, Chiangrai Province  Dr. Niracharapa Tongdhamachart  <b>Paper 2 (13)</b> Decision Making to select Elderly Nursing Home’ services in Bangkok  Sudpranorm Smuntavekin and Chotika Sulayapong and Boonsri Kittichottipanich  <b>Paper 3 (14)</b> Self-prevent behaviors in osteoporosis of elderly at Amphawa district, Samut Songkhram Province  Pimporn Thongmuang  <b>Paper 4 (15)</b> The Happiness of Eldery in Urban Communnity  Oranuch Chaopreecha and Sudpranorm Smuntavekin and Kanjana Siricharoenwong  <b>Paper 5 (16)</b> Need of Attention Care from Health Care Provider of High Risk Pregnant Women in Antenatal Clinic  Udomporn Yingpaiboonsuk and Boonsri Kittichottipanich and Suwanmanee Vudthi  <b>Paper 6 (17)</b> Comparison of Stress Coping of Elderly in Community  Nitaya Srijamnonng and Anchalee Jantapo  <b>Paper 7 (23)</b> International Higher Education in BUSINESS – ‘PIGS MIGHT FLY’ An approach for system review  Konstantinos Tsontos</p>
	<b>Morning Break in the room</b>
10.45 – 12.30	<p><b>Session B 2</b>  <b>Paper 1 1 (46)</b> Academic management strategies for vocational education colleges in Thailand according to the concept of entrepreneurial characteristics development of students  Nijira Bumroonggit and Chayapim Usaho and Pruet Siribanpitak  <b>Paper 2 (26)</b> Flipped Classroom and The Geometer’s Sketchpad: Students’ investigation - A Square Peg in a Round Hole  Asst. Prof. Dr. Krongthong Khairiree  <b>Paper 3 (27)</b> Construction of a small Vacuum Chamber for Studying a Gravity  Janchai YINGPRAYOON  <b>Paper 4 (28)</b> Muay Thai and it’s Transition to International Level  Mr. Mohamed Darma Khairiree  <b>Paper 5 (29)</b> The Use of Smart Technology in Teaching and Learning: A Way to Enhance Achievement  Ms. Rojanard Waramontri  <b>Paper 6 (30)</b> In-flight Services Project: Creative Education from Airline Cabin Crew’s Services Training  Taksina Bunbut  <b>Paper 7 (42)</b> The Effect of Participation Motivation to Volunteer Satisfaction</p>

	Yi Hsin Lin and Shu- Hsien Lai
12.39 – 13.30	<b>Lunch</b>
13.31 – 15.00	<p><b>Session B 3</b></p> <p><b>Paper 1 (9)</b> The Loud Silence: Silent Role Play to Develop Effective Communication and Listening Skills Manas Moulic and Dr. Mojibur Rahman</p> <p><b>Paper 2 (8)</b> Nexus Between Human Capital Development and Human Capital Investment in Nigeria Awe Isaac Tope</p> <p><b>Paper 3 (5)</b> Effect of Traffic Volume, Vehicular Speed and Road Grades on Air Pollution in Amman Eman Anan Shehadeh</p> <p><b>Paper 4 (14)</b> The objectives of Nigeria’s foreign policy in relation to African states between 1960-2015. Aliyu Adamu Imam and Dr. Tindi Seje Nuru</p> <p><b>Paper 5 (15)</b> Knowledge, Attitude and Perception of Parents on Maternity, Newborn and Child Health (MNCH): A Qualitative Assessment in some Selected Rural Areas in Kaduna State Gimba Victor Kyari</p> <p><b>Paper 6 (40)</b> Effects of Globalisation on Education and Culture Assistant Professor Deepthi Kambala</p>
15.01-15.15	<b>Afternoon Break</b>
15.16-16.30	<p><b>Session B 4</b></p> <p><b>Paper 1 (30)</b> Implementation of CSR Expenditure by Indian Corporate Sector and Profit Optimization—Reality for Environmental Concerns Dr. Kamlesh Pritwani</p> <p><b>Paper 2 (41)</b> Financial Sustainability: Synergy in Revenue Generation for Public Universities in Uganda NEEMA-ABOOKI</p> <p><b>Paper 3 (45)</b> Reshaping IT Manager Competencies: A Proposed IT Management Program for the Public IT Workforce in the Kingdom of Saudi Arabia Mohammed A. Gharawi</p> <p><b>Paper 4 (7)</b> Administrative and Human-Health-Related Factors as Correlates of Antenatal Care Service Utilisation Among Pregnant Women in Ekiti State, Nigeria ALADE, Temitope. T.</p> <p><b>Paper 5 (42)</b> Human and Nonhuman Challenges in an ESP Teaching Learning Context: Investigating Speaking Performance Deficiency Among Algerian Learners of Business English at University Level Mimouna ZITOUNI and Lahcen ADDI</p>
<b>SESSION C</b>	
<b>10 August 18</b> 09.31 – 10.45	<p><b>Session C 1</b></p> <p><b>Paper 1 (1)</b> The Tradition of Protest Poetry in Northern Nigeria: A Comparative Study of the Poetry of Sa'adu Zungur and Idris Amali Dikko Muhammad</p> <p><b>Paper 2 (7)</b> Niger-delta crisis: its causes and effects on the socio-economic life of the people of Ogoni, rivers state, Nigeria. Ibrahim Ghide Adamu</p> <p><b>Paper 3 (29)</b> The Polemic of Online Transportations Existence that Challenge the Motorbike Pedicab ‘Betor’ as Tourism Icon of Medan In Search of Better Policy for the Government of Medan Syaravina Lubis, SH and Puput Astria, SH and Juli Sartika, Amd</p> <p><b>Paper 4 (39)</b> War Destroys Business: A Reality Check Imran Naseem and Saeed Akbar</p> <p><b>Paper 5 (60)</b> Israeli Hebrew Speaker Students' Grapples on Environmental Education with Arabic Speaker Pupils' Hen Firman and Yafa Sitbon and Ifaa Banner and Yulia Einav</p>
10.45 – 11.00	<b>Morning Break</b>
11.01 - 12.30	<p><b>Session C2</b></p> <p><b>Paper 1 (20)</b> Criticism Towards Surveillance Society and Power in Turgay Nar’s Theatre Plays Assoc. Prof. Dr. Nurullah ULUTAŞ</p> <p><b>Paper 2 (23)</b> The impact of meanders on the river bottom topography and the formation of reverse slope and islands nuclei Asst. Prof. Dr. Osama Khazaal Al-Sherifi</p>

	<p><b>Paper 3</b> (24) Modeling Digital Geographic Map for the border oil fields shared between Iraq and neighboring countries using GIS Prof. Makki Ghazi Abdullatif Al-Mohammadi</p> <p><b>Paper 4</b> (25) The Antagonistic nature of the United States-Iran Relations: A Constructivist Perspective Melly Masni</p> <p><b>Paper 5</b> (31) Terrestrial (3D) Laser Scanning for Pipeline Modeling Applications Mohammed Al-Tawary</p> <p><b>Paper 6 (32)</b> Impact of Human Resources Management Practices on Lecturers' Job Performance in Nigerian Universities Yusuf Alhaji Hashim</p>
	<b>SESSION D</b>
<b>10 August 18</b> 09.31 – 10.45	<p><b>Session D 1</b></p> <p><b>Paper 1</b> (35) Intellectual Exile in Edward Said's Perspective Ahmed Saeed Otaiwi Joudarm</p> <p><b>Paper 2 (10)</b> The Influence of SMS Marketing on Consumers' Purchase Intention through Consumer Attitude Umer Ramzan</p> <p><b>Paper 3</b> (11) The Influence of Social Media on the Development of the Cities Assistant Professor Dr. OSIAC DANIELA</p> <p><b>Paper 4</b> Sustainable Tourism and the Behavior of the Algerian Tourist: By using a Model of Discriminants Functions Benbouziane Mohammed</p> <p><b>Paper 5</b> (9) Chilean uneven spaces: The extraction in the countryside and the accumulation in the metropolis Francisco Vergara-Perucich</p>
10.45 – 11.00	Morning Break
11.01 - 12.30	<p><b>Session D 2</b></p> <p><b>Paper 1</b> (61) Designing a Robust Non-Linear Automatic Controller for Very Large Crude Carriers in Harbor Maneuvers by applying Modified Decoupling Control Methodology Nguyen Thanh Hoa and Tran Van Hiep and Le Minh Duc and Luong Thi Hon</p> <p><b>Paper 2</b> (63) The Impact of Internal Auditing as a Veritable Tool Towards Organizational Growth Eneh Uchenna B.</p> <p><b>Paper 3</b> (64) Designing a new and Effective Speed Sensorless Controller for 3-Phase Induction Motors by Applying De-Coupling Methodology Luong Thi Hon and Le Minh Duc,</p> <p><b>Paper 4</b> (29) The Polemic of Online Transportations Existence that Challenge the Motorbike Pedicab 'Betor' as Tourism Icon of Medan In Search of Better Policy for the Government of Medan Syaravina Lubis, SH and Puput Astria, SH and Juli Sartika, Amd</p> <p><b>Paper 5 (39)</b> War Destroys Business: A Reality Check Imran Naseem and Saeed Akbar</p> <p><b>Paper 6</b> (5) Towards Community Based Tourism (CBT) at Aida Refugee Camp Adel Adem</p>
	<b>Conference Close</b>
<b>11 Aug 2018</b>	<b>Free day for Participants</b>

**The Schedule will be change to appropriate for participants**