

IPN CONFERENCES 2018

16 - 18 NOVEMBER 2018

Osaka, Japan



Venue

IBIS STYLES OSAKA



2018 IPN CONFERENCES OSAKA, JAPAN

OSAKA, JAPAN
16-18 NOVEMBER 2018



Welcome to IPN Conferences 2018

Dear Professor, Dr and distinguished delegates,

Welcome to the IPN Conferences 2018 in Osaka, Japan. On behalf of **IPN Education Group**, I would like to thank all the Conference Chair, Program Chairs and the Technical Committees. Their high competence and professional advice enable us to prepare the high-quality program. For the participants, we hope all of you have a wonderful time at the conference and also in Osaka, Japan.

We believe that by this excellent conference, you can get more opportunity for further communication with researchers and practitioners. For the conferences **ICAAA 2018, ICEBS 2018, ICBER 2018, ICHLST 2018 and ICHSS 2018** more than 95 submitted papers have been received and 70 papers have been accepted and published finally.

In order to hold more professional and significant international conferences, your suggestions are warmly welcomed. And we are looking forward to meet you again next time.

**Best Regards,
Thank you.**

Yours Sincerely,




Datin MZ Zainab
Director – Conference Management IPN Education Group
Chairman, IPN Conferences 2018 Osaka, Japan

Message from IPN Honorary Advisor

On behalf the IPN Education Group, it is my privilege to welcome you to the IPN Conferences Osaka, Japan 2018 IPN is an independent, non-political, non-governmental organization of distinguished scientists dedicated to advancing science around the world. We aim to help scientists and researchers to publish their findings in scientific journals and to promote and help to organize worldwide conferences. We believe that has no boundaries, regardless of the great distances between countries and continents. Thus IPN welcomes contributions from researchers from all concern irrespective to the race, colour, religion and nationality.

Best Regards



Prof. Dr. Abdel Rahman Mohammad Said Al Tawaha
Honorary Advisor IPN Education Group
IPN Conferences 2018 Osaka, Japan

About IPN Education Group

The IPN Education Group is a non-profit international association dedicated to the promotion of international education and university cooperation in the field of Business, Art, Social Science, Management, Education, Science, Technology, Engineering and any other related field.

Through the organization of different international events, it brings together institutions, bodies and organizations from different countries of the world for discussion and cooperation. IPN Mission is to promote and enhance the dialogue in education among the institutions devoted to field mentioned above through:

- Promotion of best practice standards in the service of international education.
- The facilitation of relevant forums, training and information exchange.
- Creation and dissemination of knowledge; exert an influence in public policy.
- Production of publications used as a database document for research works, projects and innovation activities held on the international education field.

IPN believes that this is best achieved through international cooperation and promotes the development of closer links among relevant institutions and individuals around the world. IPN supports that such international cooperation can help countries learn from each other and promotes the dissemination of scientific and engineering activities. IPN intends to achieve the mentioned objectives and get an international visibility by the organization of international conferences and by interacting with public and private organisms from all parts of the world.



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ANNOUNCEMENT

All accepted papers will be published in:

- Active Scopus Indexed Journal
- Active ERA Indexed Journal
- Advances in Environmental Biology (ERA Journal) (ISSN 1995-0756)
- Advances in Natural and Applied Sciences (ANAS) (ISSN:1995-0772) (Scimago Journal)
- International Journal of Administration and Governance (IJAG) (ISSN 2077-4486)(Peer Review Journal)
- Journal of Industrial Engineering Research (JIER) (ISSN:2077-4559)(Peer Review Journal)
- Research Journal of Social Sciences (RJSS) (ISSN:1815-9125)(Peer Review Journal)
- Journal of Applied Science Research (JASR) (ISSN: 1819-544X)(Scimago Journal)
- Science International Journal (SI) (ISSN: 1013-5316)(ISI Journal Web of Science)
- International Journal of Advanced and Applied Sciences (IJAAS) (ISI/Thomson Reuters Web of Science Core Collection) (online issue) (ISSN:2313-626X)
- Journal of Engineering and Applied Sciences (JEAS) ISSN: 1816949X (Scopus Journal)

One Best Presenter Award will be selected from each oral session. The Certificate for Best Presenter award will be awarded after presentation session.



KEYNOTE SPEAKER:

**Prof. Dr. Abdel Rahman Mohammad Said Al-Tawaha, (Ph.D)
Honorary Advisor IPN.org**



**Dato' Syed Azuan Syed Ahmad Al-Idrus, D.I.M.P., M.Eng, B.Sc,
Dip
Honorary Advisory MDSG
Fellow, Institute of Materials, Malaysia
Fellow, IPN.org
Senior Member, Society of Manufacturing Engineers USA**

LIST OF THE CONFERENCE COMMITTEE

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IPN Conferences 2018 Osaka, Japan, Chairman

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INSTRUCTION FOR ORAL PRESENTATION

Devices Provided by the Conference Organizer:

- Laptop (with MS-Office & Adobe Reader)
- Projector & Screen
- Laser Sticks

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation (Tentatively):

- Regular oral presentation: about 15 minutes (including Q&A)
- Keynote speech: about 40 minutes (including Q&A)

Notice: Please keep your belongings (laptop and camera etc) with you!

During registration:

Original Receipt
Representative / Pass Card with lanyard
Printed Program
Lunch Coupon
Participation Certificate (collected from Session Chair after the session)
Conference Bag



**IPN Conferences 2018 Osaka, Japan
Conference Program**

November 16, 2018	Venue: Lobby	0800 - 1000	Registration	
November 17, 2018	Venue: Opera Room	0830 – 0845	Opening Remarks	Opening Remarks
		0845 – 1000	Plenary Speech 1	Keynote Speaker
		1000 – 1030	Group Photo and Coffee Break	
	Venue: Opera Room	1030 – 1230	Session 1	
	Venue: Board Room	1030 – 1230	Session 2	
	Venue: Osaka Kitchen	1230 – 1400	Lunch	
	Venue: Opera Room	1400 – 1600	Session 3	
	Venue: Board Room	1400 – 1600	Session 4	
	Venue:	1600 – 1630	Coffee Break	
Venue: Opera Room	1600 – 1800	Session 5		
Venue: Board Room	1600 – 1800	Session 6		
November 18, 2018	Lobby hotel	0800 - 1200	Networking	

Session 1

Time: 1030 - 1230

Venue: **Opera Room**

Session Chair: **Dr. Memiyanty Abdul Rahim**



No	Paper ID	Presenter
1	004-jpn	<p>Oil Palm Smallholders Practicing Good Agriculture Practices (GAP) in Kota Marudu, Sabah</p> <p>Nurul Fadilah Mohd. Nawi, Er Ah Choy, Rewathi Karudan, Muhammad Hamirul Saleh</p> <p><i>Universiti Kebangsaan Malaysia, Malaysia</i></p>
2	020-jpn	<p>Micropolis as a new morphotype in the urban planning of a sustainable city</p> <p>Kalinina O., Kalinina N.</p> <p><i>RUDN University, Moscow</i></p>
3	040-jpn	<p>Regaining Sundanese Culture through the Motto of Cities and Regencies in Jawa Barat-Indonesia: A Linguistic Perspective</p> <p>Eva Tuckyta Sari Sujatna, Reiza D. Dienaputra, Agus Suherman Suryadimulya, Susi Yuliawati, Fahmy Lukman</p> <p><i>Universitas Padjadjaran, Indonesia</i></p>
4	031-jpn	<p>Role Stressors as A Determinant of Job Performance</p> <p>Jessica Ong Hai Liaw, Ahmad Azan Ridzuan*, Noor Azmi Mohd Zainol, Safar Yaacob, Norlaila Mazura Mohaiyadin, Khairunnisa Mardzuki, Azman Ismail</p> <p><i>Universiti Pertahanan Nasional Malaysia, Malaysia</i></p>
5	005-jpn	<p>The Linguistic Landscape of Fujisawa, Japan</p> <p>Alan R. Libert</p> <p><i>University of Newcastle, Australia</i></p>
6	030-jpn	<p>The Demonstrate between Universal Human Rights and Asian Value—The Priority of the Right and the Obligation?</p> <p>Yu-Nan Su</p> <p><i>National Dong Hwa University, Taiwan</i></p>
7	041-jpn	<p>United States - Vietnam Relations after Normalization: Complex Interdependence Perspective</p> <p>Nguyen, Thai Hoang Hanh</p> <p><i>Ho Chi Minh City University of Foreign Languages and Information Technology (HUFLIT), Ho Chi Minh City, Vietnam</i></p>
8	011-jpn	<p>Assessing the relationship between sponsor image formation towards building positive sponsor's image</p> <p>Wan Soraya Wan Abdul Ghani*, Nurakmal Ramli, Muhammad Wafaruddin Saipul Bakhry, Nur Farhana Mohd Sah, Tengku Elena Tengku Mahamad</p> <p><i>Universiti Teknologi MARA, Malaysia</i></p>

Session 2

Time: 1030 – 1300

Venue: **Board Room**

Session Chair: **Prof. Dr. Galina E. Okolnikova**



No	Paper ID	Presenter
1	032-jpn	<p>An overview on the protection against corrosion of steels</p> <p>N. M. Yakupov, S. N. Yakupov, M. Rynkovskaya, G. E. Okolnikova</p> <p><i>RUDN University, Russia</i></p>
2	007-jpn	<p>Using Genetic Algorithm to Determine the Optimal Portfolio</p> <p>Chien-Hua Wang, Wei-Hsuan Lee, Chia-Hsuan Yeh and Chin-Tzong Pang</p> <p><i>Yuan Ze University, Taoyuan, Taiwan</i></p>
3	043-jpn	<p>Imbalance Problem in Inbound and Outbound Logistics Flows</p> <p>Jirapat Wanitwattanakosol, Kobkarn Tapanyo and Nattaya Teepruksa</p> <p><i>Chiang Mai University, Chiang Mai, Thailand</i></p>
4	057-jpn	<p>Optimization the Business Performance of Restaurant Entrepreneurs in SamutPrakan Province, Thailand.</p> <p>Wasutida Nakkasem, Wipawan Janprachum, Santidhorn Pooripakdee</p> <p><i>Rajabhat Dhonburi University, Thailand.</i></p>
5	050-jpn	<p>Dynamic Evaluation of Single Minutes of Exchange Die (SMED) Using Network Data Envelopment Analysis (DEA)</p> <p>M.A.Mansor, M.N Ab Rahman, S.S. Sulaiman, N.A.M.A.Zainal</p> <p><i>University Malaysia Pahang, Malaysia</i></p>
6	027-jpn	<p>Risks Evaluation in a Coffee Supply Chain</p> <p>Napaporn Reeveerakul, Dong Lianghui</p> <p><i>Chiangmai University, Thailand</i></p>
7	054-jpn	<p>Influencing Factors effect to Purchasing Decision in M-Commerce in Womenomics' Generation Y</p> <p>Arunothai Juntavong, Jiratchaya Sukpoka, Santidhorn Pooripakdee</p> <p><i>Baskent University School of Medicine, Ankara, Turkey</i></p>

Session 3

Time: 1400-1600

Venue: **Opera Room**

Session Chair: **Asst. Prof. Dr. Kultida Bunjongsiri**



No	Paper ID	Presenter
1	002-jpn	<p>Climate Change Roadmap in Thailand: 2021 - 2050</p> <p>Kultida Bunjongsiri</p> <p><i>Sukhothai Thammathirat Open University, Nonthaburi, Thailand</i></p>
2	037-jpn	<p>Adsorption study of acid dyes for nylon with the adsorbent derived from tamarind-seed testa</p> <p>P. Jutamaneerat, J. Setthayanond, P. Tooptompong</p> <p><i>Kasetsart University, Bangkok, Thailand</i></p>
3	047-jpn	<p>Development and Antioxidant Activity Analysis of Bio-Cellulose Containing Indian Gooseberry Extract</p> <p>Arisara Chanyotha, Kornthip Watcharapanyawong Techametheekul and Jantip Setthayanond</p> <p><i>Kasetsart University, Bangkok, Thailand</i></p>
4	035-jpn	<p>Factors Affecting Release of Microencapsulated Essential Oils from Finished Silk Fabric for Automotive and Home Textile Products</p> <p>Phussadee Lim and Jantip Setthayanond</p> <p><i>Kasetsart University, Bangkok, Thailand</i></p>
5	052-jpn	<p>Application of UAV-derived digital elevation model in agricultural field to determine waterlogged soil areas in Amur Region, Russia</p> <p>Boris Boiarskii, Hideo Hasegawa, Aleksei Muratov, Vladimir Sudeykin</p> <p><i>Niigata University, Niigata, Japan</i></p>
6	036-jpn	<p>Development of All-In Dyeing and Lemon Oil Microcapsule Finishing Process for Silk</p> <p>Phussadee Lim and Jantip Setthayanond</p> <p><i>Kasetsart University, Bangkok, Thailand</i></p>

Session 4

Time: 1400 - 1600

Venue: **Board Room**

Session Chair: **Assoc. Prof. Dr. Jessica Ong Hai Liaw**



No	Paper ID	Presenter
1	051-jpn	<p>Convolutional Neural Network Model in Machine Learning Methods and Computer Vision for Image Recognition: A Review</p> <p>R.M.Q.R.Jaapar, M.A.Mansor</p> <p><i>German Malaysian Institute, Kajang, Selangor Malaysia</i></p>
2	045-jpn	<p>Looking into "Awéwé" and "Lalaki" in the Sundanese Magazine Manglé Local Wisdom and a Corpus Analysis of the Linguistic Construction of Gender</p> <p>Susi Yuliatwati, Reiza D. Dienaputra, Eva Tuckyta Sari Sujatna, Agus S. Suryadimulya, Fahmy Luqman</p> <p><i>Universitas Padjadjaran West Java, Indonesia</i></p>
3	013-jpn	<p>Using Smart PLS SEM in Examining the Repercussion of Corporate Governance Mechanisms on Bank Performance</p> <p>Memiyanty, A. R, Abdul Rahman, A. R, Syed Jaafar Alhabshi, S. Musa</p> <p><i>Universiti Teknologi MARA, Malaysia</i></p>
4	042-jpn	<p>Investigating the Relationship of Sustainability Practices Dimensions Towards Green Campus Initiative in National Defence University of Malaysia</p> <p>Norlaila Mazura Hj. Mohaiyadin, Khairunnisa Mardzuki*, Jessica Ong Hai Liaw, Wong Wai Loong, Ahmad Azan Ridzuan & Hj. Noor Azmi Hj. Zainol</p> <p><i>National Defence University of Malaysia, Malaysia</i></p>
5	028-jpn	<p>Social Entrepreneurship: Bumiputera's Women in SMEs Breaking through the Challenges</p> <p>Azizan Zainuddin, Jasmine Ahmad, Fadilah Puteh, Aliza Abu Hassim, Suseela Devi Chandran, Tuan Nooriani Tuan Ismail</p> <p><i>Universiti Teknologi MARA, Malaysia</i></p>
6	055-jpn	<p>The Facets of Principal's Visionary Leadership and Measurement Tool Creation</p> <p>Chen, Hsin-Hao, Chen, Abbott Po Shun</p> <p><i>Chaoyang University of Technology Taichung, Taiwan</i></p>
7	048-jpn	<p>Sustainability Practices in National Defence University of Malaysia</p> <p>Norlaila Mazura Hj. Mohaiyadin*, Khairunnisa Mardzuki, Amnah Saayah Ismail, Hasan Al-Banna Mohamed & Safar Yaacob</p> <p><i>National Defence University of Malaysia, Malaysia</i></p>

Session 5

Time: 1630 - 1800

Venue: **Opera Room**

Session Chair: **Dr. Alan Libert**



No	Paper ID	Presenter
1	008-jpn	<p>Utilities at Buddhist Tourist Attractions in Mueang District, Chiang Rai, Thailand</p> <p>Wachirawit Worachitsanuphong, Khwanruethai Krongyut</p> <p><i>Chiangrai Rajabhat University, Thailand</i></p>
2	014-jpn	<p>Sustainable Business Event Practices Model</p> <p>Norol Hamiza Zamzuri, Khairil Wahidin Awang Yuhanis Abdul Aziz, Zaiton Samdin</p> <p><i>Universiti Teknologi MARA, Malaysia</i></p>
3	049-jpn	<p>Evaluating the Risks of Public Private Partnerships for Projects in the Health Care System</p> <p>Tatiana V. Skryl</p> <p><i>Plekhanov Russian University of Economics Moscow, Russia</i></p>
4	009-jpn	<p>Construction and confirmation of the volunteer motivations scale for international sporting events (VMS-ISE): A case study of 2017 Taipei Summer Universiade</p> <p>Y.C. Chen, and L.J. Lin</p> <p><i>Graduate Institute of Sport, Leisure, and Hospitality Management, Taiwan</i></p>
5	059-jpn	<p>Development of Gastronomy Tourism Management Model</p> <p>Prinnaporn Bunrangsee, Poschanan Boonchuai, Santidhorn Pooripakdee</p> <p><i>Silpakorn University, Thailand.</i></p>
6	019-jpn	<p>It's All About Players' Performance". A Qualitative Investigation of Football Coaches' Knowledge</p> <p>Mohar Kassim</p> <p><i>National Defence University Malaysia, Malaysia</i></p>

Session 6

Time: 1630 - 1800

Venue: **Board Room**

Session Chair: **Prof. Dr. Er Ah Choy**



No	Paper ID	Presenter
1	033-jpn	<p>Analysis of the Work of Nailed Connections Modified by Fiberglass Bushings from the Point of the Fracture Mechanics</p> <p>G. E. Okolnikova, M. Rynkovskaya</p> <p><i>RUDN University, Russia</i></p>
2	053-jpn	<p>Analyzing the Relationship of Factors towards Adoption of Mobile Wallet</p> <p>Santidhorn Pooripakdee, Nattaphat Apirungruengsakul, Anan Watcharadamrongkun</p> <p><i>Silpakorn University, Thailand</i></p>
3	034-jpn	<p>Effect of modifier MB10-50C on the parameters of fracture mechanics of High-Strength Fine-Aggregate "Powdery" Concrete</p> <p>G.E. Okolnikova, M. Rynkovskaya</p> <p><i>RUDN University, Russia</i></p>
4	056-jpn	<p>Is B2B marketing enable in value-in-use? The co-creation perspective</p> <p>Abbott Po Shun Chen, Jung-Hsuan Wang</p> <p><i>Chaoyang University of Technology, Taiwan</i></p>

Conference Venue



ibis Styles Osaka

Address: 2 13 Soemoncho, Osaka, 542-0084, Japan

Phone: +81 6-6211-3555

Conference Secretariat Contact:

IPN Education Group

37B Jalan Pelabur 23/B, Seksyen 23

40300 Shah Alam

Selangor Darul Ehsan

Malaysia

Phone No. : +6018-2189487 (call/sms/whatsapp)

Tel: +603-55486116

Fax no: +603-55486116

Programme website:

www.ipneducationgroup.org

www.ipnconference.org

www.ia-set.org

Contact Person:

+6018-2189487 (IPN Education Group)

+6013-4234705 (Nurul Faezah Mohd Talib)

Note



List of Abstract

No	Paper	Abstract
1	002-jpn	<p>Climate Change Roadmap in Thailand: 2021 - 2050</p> <p>Kultida Bunjongsiri</p> <p><i>School of Health Science, Sukhothai Thammathirat Open University, Nonthaburi, Thailand</i></p> <p>Abstract: Thailand is currently vulnerable to the alteration of climate change. The National Climate Change Master Plan (2015-2050) is planned to help Thailand achieve sustainable low carbon growth and climate change resilience by 2050. To achieve the targets, the Prime Minister of the Kingdom of Thailand - H.E. General Prayut Chan-o-cha has announced that Thailand has ratified the Paris Agreement on 21 September 2016. Joining the Paris Agreement is an important step to confirm the commitment of Thailand to move towards a low-carbon and climate – resilient society. Thailand has a roadmap to reduce the release of greenhouse gas emission by at least 25 per cent compared to a business as usual scenario by the year 2030. The country intend to use more renewable and eco-friendly energy; recovery of energy by conversion of non-recyclable; promote afforestation and halting deforestation; promote the use of hybrid and electric car. From now until 2030, Thailand will have to face challenges in improving preparedness and capacity of all relevant stakeholders in order to ensure full participation of all sectors to support Thailand’s climate actions in achieving sustainable development. Thailand needs quality and up-to-date statistical information to support policy planning and decision making processes and monitor outcomes of these processes. However, a number of challenges remain, such as availability of data, particularly data on the ground and disaggregated data for example by age, disability, complexity of an indicator assessment process at the global level. It is complicated task to develop comprehensive, accurate, timely and consistent data.</p>
2	004-jpn	<p>Oil Palm Smallholders Practicing Good Agriculture Practices (GAP) in Kota Marudu, Sabah</p> <p>Nurul Fadilah Mohd. Nawi¹, Er Ah Choy², Rewathi Karudan³, Muhammad</p>

		<p>Hamirul Saleh⁴</p> <p>¹<i>Environmental Management Programme, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia, 43600 UKM Bangi, Selangor Darul Ehsan, Malaysia; nurulfadilah.mohdnawi@gmail.com</i></p> <p>²<i>Social, Development and Environmental Sustainability (SEEDS) Research Centre, Faculty of Social Sciences and Humanities, 43600 UKM Bangi, Selangor Darul Ehsan, Malaysia; veeer@ukm.edu.my</i></p> <p>³<i>Environmental Management Programme, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia, 43600 UKM Bangi, Selangor Darul Ehsan, Malaysia; rewathi@hotmail.my</i></p> <p>⁴<i>Social, Development and Environmental Sustainability (SEEDS) Research Centre, Faculty of Social Sciences and Humanities, 43600 UKM Bangi, Selangor Darul Ehsan, Malaysia; hamirusaleh94@gmail.com</i></p> <p>Abstract: This article aims to identify the involvement of smallholders in practicing Good Agricultural Practices in Kota Marudu, Sabah. A total of 46 smallholders who received certification from the Malaysian Sustainable Palm Oil Certification (MSPO) have been selected as respondents for this study. The data were analyzed using the Statistical Package for Social Sciences (SPSS) in descriptive, percentages and crosstabs. The results showed that the smallholders were either practicing the full-time or part-time GAP in their plantation management. Although there are some weaknesses in practicing GAP, continuous improvements can be made.</p>
<p>3</p>	<p>005-jpn</p>	<p>The Linguistic Landscape of Fujisawa, Japan</p> <p>Alan R. Libert</p> <p><i>University of Newcastle, Australia</i></p> <p>Abstract: In recent decades a new area of sociolinguistics has arisen: linguistic landscape studies. This field looks at "visibility and salience of languages on public and commercial signs in a given territory or region". (Landry and Bourhis 1997:23). In fact, in doing such work we need not restrict ourselves to signs, but can also look at other physical manifestations of language, for instance, publicly available printed materials. These studies can tell us about the relative prominence of languages in a place, and about attitudes towards these languages. For example, in multilingual signs, which language is first, and are the languages written in the same size?</p> <p>This paper will look at the linguistic landscape of Fujisawa, Japan, a small city (population approximately 450,000) near Yokohama. This city is an interesting subject of study since, on the one hand, as a smaller center, one would not expect the degree of multilingualism and multiculturalism of large metropolises such as Yokohama, Osaka, and Tokyo, but, on the other hand, it is a city, and not a small village or rural area where one would expect Japanese to be the only language in the landscape. Although various parts of the linguistic landscape will be studied, the focus will be on restaurants, an environment in which foreign words are arguably likely to occur.</p>

<p>4</p>	<p>007-jpn</p>	<p>Using Genetic Algorithm to Determine the Optimal Portfolio</p> <p>¹Chien-Hua Wang, ²Wei-Hsuan Lee, ²Chia-Hsuan Yeh and ³Chin-Tzong Pang</p> <p>¹<i>School of Management, Fujian University of Technology, Fuzhou, China</i> ²<i>Department of Information Management, Yuan Ze University, Taoyuan, Taiwan</i> ³<i>Department of Information Management, and Innovation Center for Big Data and Digital Convergence, Yuan Ze University, Taoyuan, Taiwan</i></p> <p>Abstract: This paper consider a stock market in which we analyzes the investment portfolio of complex stock market. We use genetic algorithm to solve the optimization problem, including the chromosomal design, objective function setting and its role in investment analysis. Moreover, an appropriate selection, crossover and mutation operators are employed to select the stocks listed on the main board of the A-share market of the Shanghai Stock Exchange. The index weekly earnings of the market are used as the target index to analyze. The empirical analysis show that our proposed algorithm is an effective method.</p>
<p>5</p>	<p>008-jpn</p>	<p>The Expectation of the Elderly and Disabled Towards Facilities and Utilities at Buddhist Tourist Attractions in Mueang District, Chiang Rai, Thailand</p> <p>²Wachirawit Worachitsanuphong, ^{1*}Khwanruethai Krongyut</p> <p>¹ <i>School of Tourism, Chiangrai Rajabhat University, Chiangrai Province, Thailand</i> ² <i>School of Social Science, Chiangrai Rajabhat University, Chiangrai Province, Thailand</i></p> <p>Abstract: The Tourism for All initiative has been central to public interests since 2016 due to the fact that World Tourism Organization (WTO) has urged tourism to take into account equality in accessing tourist destinations and the use of facilities and utilities for those with physical impairments. Also, the population structure in Thailand undergoes changing and transcending into ageing society. A number of scholars place their interests on studying adjustment of tourist sites to accommodate the needs of the increasing number of elderly and disabled people. This article attempts to examine expectations of the elderly and disabled in visiting Buddhist tourism spots in Chiang Rai, Thailand. The data will be used to improve the design and development of facilities and utilities in the Buddhist tourism sites to meet with the tourists' expectations and satisfaction and therefore create memorable tourism experience for them.</p>
<p>6</p>	<p>009-jpn</p>	<p>Construction and confirmation of the volunteer <i>motivations scale</i> for international sporting events (VMS-ISE): A case study of 2017 Taipei Summer Universiade</p> <p>Y.C. Chen, and L.J. Lin</p> <p><i>Department of Graduate Institute of Sport, Leisure, and Hospitality Management, Taiwan</i></p>

		<p>Abstract: The aim of this article was to construct the measure instrument of volunteers' motivation in 2017 Taipei Summer Universiade and to confirm the fit of the translated instrument, which were based on the volunteer <i>motivations</i> scale for international sporting events (VMS-ISE) (Bang & Chelladurai, 2003). The participants of this study was university students who were registered from 2017 Taipei Summer Universiade volunteer platform, and surveys were conducted two times during 2017.01.03-01.10 and 2017.01.11-02.01, 50 and 300 responses were distributed during each period, the number of valid instrument were 50 and 206, and overall recovery ratio was 100% and 80% respectively. The data collected were analyzed by item analysis, reliability estimation, exploratory factor analysis (EFA), and confirmatory factor analysis (CFA). Item analysis presented only two items from "career orientation" were not significant. After adjusting descriptions, six factors were extracted from the results, including expression of values, community involvement, career orientation and personal growth (both would be classified into the same dimension), extrinsic rewards and love of sport; KMO was .913, and Bartlett's Sphericity Test was 5471.826, result .000 was significantly. In order to maintain stable instrument, 30-items from 7-dimensions were retained. The Cronbach alpha coefficient of the entire instrument was significantly greater than .7, and in each dimension from .843 (community involvement) to .952 (expression of values). Thus, average factor loadings were higher than .5. Internal consistency of the survey instrument was revealed. In addition, after modification of the confirmation model, results of the confirmatory factor analysis indicated that the good fit of the model was demonstrated. To sum up, the finding presented that validity and reliability VMS-ISE scale provided a systematic volunteerism approached from 7 dimensions and could be cross-cultural examination.</p>
7	011-jpn	<p>Assessing the relationship between sponsor image formation towards building positive sponsor's image</p> <p>Wan Soraya Wan Abdul Ghani*, Nurakmal Ramli, Muhammad Wafaruddin Saipul Bakhry Nur Farhana Mohd Sah, Tengku Elena Tengku Mahamad</p> <p><i>Faculty of Business and Management, Universiti Teknologi MARA Selangor, Malaysia</i></p> <p>Abstract: The reciprocity practice between sponsored body engagements and image improvements represent the most important objectives for the company. Sponsorship openings is vital in developing the positive image strategies. The objective of this study is to analyze the growing importance regarding the influential relationship between sponsor image formation toward sponsor's image. It is pertinent to improve the utilization of to what extent the brand sponsorship affects the image of sponsoring bodies. This study will be conducted using empirical data to examine the relationship by adopting the criterion of sponsor image formation to result the improvisation of sponsor's image. Three distinct forms were taken based on proposition by Grohs and Reisinger (2014) of proposed relationship between event image, event sponsor-fit and event commercialization to sponsor's image. This paper concludes with some reasons for the findings, implications for the choice and design of</p>

		<p>sponsorships, and further areas for research.</p>
8	013-jpn	<p>Using Smart PLS SEM in Examining the Repercussion of Corporate Governance Mechanisms on Bank Performance</p> <p>Memiyanty, A. R¹, Abdul Rahman, A. R², Syed Jaafar Alhabshi, S. Musa³</p> <p><i>¹Faculty of Administrative Science & Policy Studies, Universiti Teknologi MARA; memiyanty@salam.uitm.edu.my</i></p> <p><i>²Faculty of Economic and Management Science, Universiti Sains Islam Malaysia; abdulrahim@usim.edu.my</i></p> <p><i>³Institute of Islamic Banking and Finance, International Islamic University Malaysia; syedmusa@iium.edu.my</i></p> <p>Abstract: This study covers an examination of the monitoring and control mechanisms of corporate governance on Islamic economic performance (IEP) amongst all Islamic financial institutions in Malaysia via Smart PLS SEM software. The Islamic economic performance also known as M Score developed by Memiyanty et al in 2016 has been used in this study as performance measurement for Islamic institutions. Corporate governance mechanisms (CGM) be composed of the size of board of directors (BOD), the proportion of independent non-executive directors (INED), board meeting (BM) and board competency (BC).The findings of this study offer a significant signal to the corporate world on how the key players are having crucial role in assimilating Islamic moral values and ethics in their decision making process.</p>
9	014-jpn	<p>Sustainable Business Event Practices Model</p> <p>Norol Hamiza Zamzuri¹, Khairil Wahidin Awang², Yuhanis Abdul Aziz³, Zaiton Samdin⁴</p> <p><i>¹Faculty of Business and Management Universiti Teknologi MARA 40300 Puncak Alam Selangor</i></p> <p><i>²Universiti Malaysia Kelantan Kampus Kota Karung Berkunci 36, Pengkalan Chepa, 16100 Kota Bharu Kelantan</i></p> <p><i>³Faculty of Economics and Management University Putra Malaysia 43400 Serdang Selangor</i></p> <p><i>⁴Faculty of Economics and Management University Putra Malaysia 43400 Serdang Selangor</i></p> <p>Abstract: The originality highlighted in this study is based on the use of quotations and references that acknowledge the informants involved in this research and by citing publications, ideas or concepts belonging to other researchers. This study applied qualitative analysis through active participative observation to investigate the process of a sustainable business event and involved 15 event’s practitioners namely event’s organizers, venue provider, association and supplier. Qualitative, peer review and triangulation as method for validity and reliability. Limited to only 15 event’s stakeholders in business event. Future Researcher should explore other event’s context. Assisting model applied in the area of this study is Event Management Body of Knowledge (EMBOK) and Drivers and Barriers Model. Findings of this study found several emerging concept of</p>

		<p>sustainable event namely, waste, water, energy, safety and health, corporate social responsibility and green purchasing activities. The assisting findings assist event's practitioners in mitigating the concept of sustainable event during an event. These concept assist event's organizers in monitoring their event performance in term of green practices during an event. Green purchasing, waste management, energy efficiency, water consumption, sustainable performance, air quality control, safety and health, corporate social responsibility activities, information technology usage and sustainability orientation are factor contribute to sustainable event and sustainable business event is related with social, economy and environment.</p>
10	019-jpn	<p>"It's All About Players' Performance". A Qualitative Investigation of Football Coaches' Knowledge</p> <p>Mohar Kassim</p> <p><i>Defence Fitness Academy, National Defence University Malaysia</i></p> <p>Abstract: This study is the first attempt in Malaysia with a qualitative approach to elucidate the knowledge with respect to performance of football coaches at state level. This study involved the Chief Coach (n=2), the Assistant Coach (n=2), and the Players (n=40). The data obtained from the interview, observation techniques and documents analysis have been analysed in accordance with the phase of analysis. The researcher can simply watch as individuals act and speak and this enables the researcher to collect data first hand. The findings of this study revealed that i) the environment factors highly influence the coaches knowledge; ii) the component of professionalism, knowledge, behaviour and players performance were related and each of the component has influenced from other factors such as organization, significant experience, environment, training and competition. In conclusion, the findings of the present study thus offer significant contribution to the existing literature and conceptual development on coaching by looking at the relationship between the coaches' knowledge in the coaching process.</p>
11	020-jpn	<p>Micropolis as a new morphotype in the urban planning of a sustainable city</p> <p>Kalinina O.^{1*}, Kalinina N.²</p> <p><i>¹ Department of Architecture & Civil Engineering, RUDN University, Moscow, Russia</i> <i>² Department of residential buildings, Moscow Institute of Architecture, Moscow, Russia</i></p> <p>Abstract: This article reveals the possibilities of combining the urban environment and natural component, with the aim of improving the quality of the city, where innovative technological methods act as the connecting element. Modern approaches to control urban processes through media technologies have been studied. Considered a number of projects adopted principles of sustainable urban environment and based on the prototypes analysis of approved algorithms for the creation and / or regeneration of the city's territory, as well as the optimal size of the</p>

		<p>informative space of the city. The potential of using high technologies for the implementation of a smart city and computerization of the urban environment was studied to simplify control for the purpose of safety and reduce the harmful effects of standard urban processes. On the basis of the conducted research, the concept of the so-called micro-policy was developed and a catalog-regulation on the characterization of the morphotype was compiled.</p>
12	027-jpn	<p>Risks Evaluation in a Coffee Supply Chain</p> <p>Napaporn Reeveerakul, Dong Lianghui</p> <p><i>Chiangmai University, Thailand</i></p> <p>Abstract: Supply chain and risk mitigation are a common concept have been used in some areas. However, to apply the supply chain risks as a tool to mitigate risks in the agricultural perspective is very limited. This research aims to apply SCOR concept integrated with value chain for risk evaluation by using the FMEA technique in coffee supply chain, northern Thailand. The qualitative and quantitative methods are also applied for collecting and analyzing from supply chain stakeholders in coffee businesses. There are many types of critical risks, but only the high score of risks, are considered. Results showed that in 5 core processes of SCOR, 10 risk events are identified. Risk scores of which lower than 20 have been ignored. The risk identification would certainly benefit to distinguish business processes in complex area to the simple standard core processes among supply chain perspective by adapted to supply chain and value chain analysis concept. The implementing to agricultural area which is a complex system with several partners, can be easily without much changes in practice.</p>
13	028-jpn	<p>Social Entrepreneurship: Bumiputera's Women in SMEs Breaking through the Challenges</p> <p>Azizan Zainuddin¹, Jasmine Ahmad², Fadilah Puteh³, Aliza Abu Hassim⁴, Suseela Devi Chandran⁵, Tuan Nooriani Tuan Ismail⁶</p> <p>¹Faculty of Administrative Science & Policy Studies; azizan_zainuddin@salam.uitm.edu.my</p> <p>²Faculty of Administrative Science & Policy Studies/Institute of Leadership & Development UiTM ; jasmi661@salam.uitm.edu.my</p> <p>³Faculty of Administrative Science & Policy Studies; fadilahputeh@salam.uitm.edu.my</p> <p>⁴Faculty of Administrative Science & Policy Studies; aliza770@salam.uitm.edu.my</p> <p>⁵Faculty of Administrative Science & Policy Studies; suseela@salam.uitm.edu.my</p> <p>⁶Faculty of Administrative Science & Policy Studies; tnsya800@salam.uitm.edu.my</p> <p>Abstract: This paper aim to explore the challenges that Bumiputera's women faced in entrepreneur activities by adapting the concept of social entrepreneurs related to entrepreneurial opportunity highlighted by Reynolds. The framework identified four challenges like life experience, environment, economy and social network. Questionnaires were distributed for preliminary study to 30 Bumiputera's women entrepreneurs. The findings of the study indicated that the challenges that</p>

		used to be a constraint for the women entrepreneurs are no longer a hindrance to further succeed in the business world. They have built self-confidence and use the facilities and networking to create social value to the society. The concept of social entrepreneurship is reflective in the involvement of women entrepreneurs in Malaysia.
14	030-jpn	<p>The Demonstrate between Universal Human Rights and Asian Value – The Priority of the Right and the Obligation?</p> <p>Yu-Nan Su</p> <p><i>Department of Educational Administration and Management, National Dong Hwa University, Hualien 970, Taiwan</i></p> <p>Abstract: The opposition between The United Nations Universal Declaration of Human Rights and Asian Value contains many important issues about relativism against universalism in human rights. However, there are few studies on this topic. Taiwan, located at East Asia, inherited by the tradition of Confucian culture, can reflect and research the issues of Asian Value to consider the priority between right and obligation, economy and human right, Liberalism and Socialism. Through this study, it reveals the Confucian culture and reflects on Human rights education.</p>
15	031-jpn	<p>Role Stressors as a Determinant of Job Performance</p> <p>Jessica Ong Hai Liaw, Ahmad Azan Ridzuan*, Noor Azmi Mohd Zainol, Safar Yaacob, Norlaila Mazura Mohaiyadin, Khairunnisa Mardzuki, Azman Ismail</p> <p><i>*Universiti Pertahanan Nasional Malaysia, Kuala Lumpur, Malaysia</i> <i>Azman Ismail</i> <i>Universiti Kebangsaan Malaysia, Bandar Baru Bangi, Malaysia</i> azan@upnm.edu.my</p> <p>Abstract: This study examines the correlation between role stressors and job performance using self-administered questionnaires gathered from 327 sample of security personnel's covers officers and other ranks which involved in administrative and on field operation. The quantitative research has been conducted on security personnel's who has been deployed in UNIFIL peacekeeping operation mission under United Nation mandate at a Middle Eastern Country. All the data's collected has been analyzed by using SmartPLS version 3.0 path model analysis resulted three important findings: first, role overload was not significantly associated with job performance. Second, role conflict was significantly associated with job performance. Third, role ambiguity was not significantly associated with job performance. These results confirm that role stressor (role conflict) is vital and act as important determinant of job performance in the studied organization. Further, this study will be thoroughly offer discussion, implications and conclusion.</p>
16	032-jpn	<p>An overview on the protection against corrosion of steels</p> <p>N. M. Yakupov¹, S. N. Yakupov², M. Rynkovskaya³, G. E. Okolnikova⁴</p>

		<p>¹ Institute of Mechanics and Engineering, Kazan Science Center, Russian Academy of Sciences, Kazan, Russia; yzsrr@kfti.knc.ru</p> <p>² Institute of Mechanics and Engineering, Kazan Science Center, Russian Academy of Sciences, Kazan, Russia; tamas_86@mail.ru</p> <p>³ Department of Civil Engineering, RUDN University, Moscow, Russia; rynkovskaya_mi@rudn.university</p> <p>⁴ Department of Civil Engineering, RUDN University, Moscow, Russia; okolnikova_ge@rudn.university</p> <p>Abstract: In paper, mostly unknown problems of corrosion in the presence of mechanical strain and physical fields, as well as the problem of determining the stiffness characteristics of thin-film coatings and adhesive properties of the coating binder which are the barriers against corrosive wear, are considered. To assess the stiffness characteristics of the thin-walled circular samples with a complex structure, the experimentally-theoretical approach is used. There is also a designed experimental - theoretical method for determining the adhesion of coatings. It is noticed that there is an effect of the magnetic field for reducing the corrosive wear, and a new way to protect structures from corrosion is presented as well. Besides, active overlays that create local regions of compression are offered to reduce corrosion levels, as well as a protective coating with shells of complex geometry and a shielding membrane forming blowing film channels.</p>
17	033-jpn	<p>Analysis of the Work of Nailed Connections Modified by Fiberglass Bushings from the Point of the Fracture Mechanics</p> <p>G. E. Okolnikova¹, M. Rynkovskaya²</p> <p>¹ Department of Civil Engineering, RUDN University, Moscow, Russia; okolnikova_ge@rudn.university</p> <p>² Department of Civil Engineering, RUDN University, Moscow, Russia; rynkovskaya_mi@rudn.university</p> <p>Abstract: The article analyzes the stress-strain state arising in the middle of a wooden element of a double-sectioned nailed connection on metal plates. The mortise of the wooden element is reinforced with a pressed-in fiberglass bushing. Wood cracks development has been analyzed from the point of fracture mechanics (at different angles between the direction of the acting force and the direction of the wood fibers). The values of stress intensity factors for pine wood have been determined. The graphic dependencies between the stress intensity factors for various crack opening models have been developed. There are recommendations for the calculation of nailed connection modified with a pressed-in fiberglass bushing by the methods of fracture mechanics.</p>
18	034-jpn	<p>Effect of modifier MB10-50C on the parameters of fracture mechanics of High-Strength Fine-Aggregate "Powdery" Concrete</p> <p>G.E. Okolnikova¹, M. Rynkovskaya²</p> <p>¹ Department of Civil Engineering, RUDN University, Moscow, Russia; okolnikova_ge@rudn.university</p> <p>² Department of Civil Engineering, RUDN University, Moscow, Russia;</p>

		<p>rynkovskaya_mi@rudn.university</p> <p>Abstract: The mass production of high-strength fine-aggregate «powdery» concretes (HSFPC) in Russia is mainly associated with the use of organomineral modifiers of the MB series, containing in their composition micro silica, fly ash, super plasticizer C-3 and hardening regulator in different ratios.</p> <p>In our study we produced HSFPC samples, with the compressive strength of at least 120 MPa, with dimensions of 100x100x100 mm – four series, 100x100x450 mm – four series, 100x100x450 mm with the artificial crack of 25 mm deep in the middle of the span – four series, and also 100x75x450 mm (75 mm height was taken equal to the height of the section above the crack of the 2nd type of prisms) – four series.</p> <p>The actual HSFPC grade on compression, the tensile strength at bending, the strength at axial tension, the elastic modulus, the cracking moment, and also the parameters of fracture mechanics, such as: the critical stress intensity factor and the critical energy release rate, at the curing periods of 7, 14, 28, 60 days, have been determined.</p> <p>We also evaluated the influence of crack in the bend element on the value of the cracking moment.</p> <p>The research results have been implemented in the construction of highrise buildings of the Moscow International Business Center "Moscow City", and in the reconstruction of the Engineering Faculty building of the RUDN University.</p>
19	035-jpn	<p>Factors Affecting Release of Microencapsulated Essential Oils from Finished Silk Fabric for Automotive and Home Textile Products</p> <p>Phussadee Lim and Jantip Setthayanond</p> <p><i>Department of Textile Science, Faculty of Agro-Industry, Kasetsart University, Bangkok, Thailand</i></p> <p>Abstract: Performance and properties of home and automotive textiles are greatly influenced by heat and light. In this research, the effect of heat and light was studied on aroma finished silk fabrics. Lemon and eucalyptus oil microcapsules were applied on silk in the presence of acrylic binding agent. Effect of binder concentrations on the fabric's properties was reported. By exposure to heat treatments at 50, 70 and 90 °C for 24 hours, lemon and eucalyptus oil were apparently lost from the finished fabrics. In addition, UV light is another factor causing a strong effect on durability of lemon and eucalyptus oil microcapsules on silk fabrics, about 40% oil reduction was observed. This study suggests that heat and UV light can pose a considerable effect on stability and durability of aroma finishes on silk fabrics. These factors may shorten the service-life time of aroma finished silk to a significant extent if the fabrics are used in home and automotive textile products.</p>
20	036-jpn	<p>Development of All-In Dyeing and Lemon Oil Microcapsule Finishing Process for Silk</p> <p>Phussadee Lim and Jantip Setthayanond</p>

		<p><i>Department of Textile Science, Faculty of Agro-Industry, Kasetsart University, Bangkok, Thailand</i></p> <p>Abstract: In this research, the all-in acid dyeing/lemon oil microcapsule finishing process was studied with the aim to develop an efficient energy- and time-saving process for silk fabrics. Telon Red M-R and Supralan Red C-WN dyes were acid dyes used in this study. In the two step process, silk fabrics were dyed using pad-dry-bake process and then the finishing agent, lemon oil microcapsules, was treated onto the dyed silk fabrics using pad-dry-cure process in the presence of 20/ g/l acrylic binder. In the developed all-in process, silk fabrics were treated in the mixed bath of acid dye and lemon oil microcapsules in the presence of acrylic binder. The results showed that silk fabric from the all-in process could attain comparable color strength and shade as compared with those from the two step process. In addition, the all-in process could also render a similar finishing degree to the two step process on silk, especially at pH 4, confirming with the amount of extracted lemon oil from the treated fabrics. This study indicates the feasibility of the all-in acid dyeing/essential oil microcapsule finishing process for eco-friendly, energy- and time-saving silk processing.</p>
21	037-jpn	<p>Adsorption study of acid dyes for nylon with the adsorbent derived from tamarind-seed testa</p> <p>P. Jutamaneerat, J. Setthayanond, P. Tooptompong</p> <p><i>Textile Technology and Innovation Research Unit, Department of Textile Science, Faculty of Agro-Industry, Kasetsart University Bangkok, Thailand</i></p> <p>Adsorbent material derived from tamarind-seed testa was studied for acid dye adsorption. Acid dyes are water-soluble dyes preferred for industrial dyeing of nylon. In this research, the dye adsorbed efficiencies of three readily water-soluble acid dyes, namely Nylosan Red E-BL (NR-1), Nylosan Yellow S-L sgr (NY-1) and Acid Yellow 232 (NY-2) were investigated. From the results, it was found that 1 kg tamarind seeds could be prepared into 55 g adsorbent material. The adsorbent was capable of adsorbing the acid dyes well at pH 5 with a rapid adsorption taking place within the first 15 minutes of adsorption process. After that, the adsorption increased gradually until reaching equilibrium after 2-3 hours depending on the structures of acid dyes. Adsorption behavior of NR-1 was fitted with both Langmuir and Freundlich isotherms while NY-1 and NY-2 adsorptions corresponded to Langmuir and Freundlich isotherms, respectively.</p>
22	040-jpn	<p>Regaining Sundanese Culture through the Motto of Cities and Regencies in Jawa Barat-Indonesia: A Linguistic Perspective</p> <p>Eva Tuckyta Sari Sujatna, Reiza D. Dienaputra, Agus Suherman Suryadimulya, Susi Yuliawati, Fahmy Lukman</p> <p><i>Universitas Padjadjaran, Indonesia</i></p> <p>Abstract: Many researchers do their research on motto and emblems from different types of point of view, but it still limited on research on motto of</p>

		<p>the city or regency that based on the Linguistic perspective. The aim of this study is to regain the motto of the cities and regencies in Jawa Barat-Indonesia based on Linguistic perspective. The method applied is descriptive method, every motto of the city and regency are collected and analyzed based on Linguistic approach. It is found there are twenty-six cities and regencies that have mottos in their emblems. It means only one emblem has no motto inside. From the twenty-six mottos, there are two similar mottos (Sukabumi regency and Cirebon city), so that it is counted as twenty-five mottos. It is found that the vocabularies taken in the motto derived from different languages. It could be categorized into three different categories of language; they are Sundanese language, Bahasa Indonesia, and the combination of Bahasa Indonesia and Sundanese. From the data collected, the motto taken from Sundanese language is the dominant; it is found nineteen data from twenty-five collected mottos. The motto taken from Bahasa Indonesia vocabulary are two data from twenty-five collected mottos while the motto taken from the combination of Bahasa Indonesia and Sundanese languages are four data from twenty-five collected mottos. From the nineteen data taken from Sundanese, it is only thirteen mottos that refer to Jawa Barat's motto as the province. It is concluded that the government of the regencies and cities in Jawa Barat-Indonesia regains the Sundanese culture through their mottos of the cities or regencies. Secondly, although the cities or the regencies applied Sundanese in their mottos, there is only thirteen mottos that refers to the province's motto "Gemah Ripah Repeh Rapih" as Jawa Barat motto</p>
23	041-jpn	<p>United States - Vietnam Relations after Normalization: Complex Interdependence Perspective</p> <p>Nguyen, Thai Hoang Hanh</p> <p><i>Department of International Relations Ho Chi Minh City University of Foreign Languages and Information Technology (HUFLIT) Ho Chi Minh City, Vietnam nguyen.thh@huflit.edu.vn</i></p> <p>Abstract: In international relations, the world's countries can gain the interdependence and the mutual benefits through cooperating with each other. It is believed that nations could win by cooperating together. In addition, the countries can have complex interdependence with three ideal characteristics, namely multiple channels, absence of hierarchy among issues and minor role of military force. There is a question about complex interdependence that whether there is a complex interdependence relationship between two different countries which have different economics condition, location and especially they were enemies in the history or not. In this paper, the concept of complex interdependence is used to study United States and Vietnam relations after their normalization in 1995.</p>
24	042-jpn	<p>Investigating the Relationship of Sustainability Practices Dimensions Towards Green Campus Initiative in National Defence University of Malaysia</p> <p>Norlaila Mazura Hj. Mohaiyadin, Khairunnisa Mardzuki*, Jessica Ong Hai</p>

		<p>Liaw, Wong Wai Loong, Ahmad Azan Ridzuan & Hj. Noor Azmi Hj. Zainol</p> <p><i>*Faculty of Defence Studies and Management, National Defence University of Malaysia Kuala Lumpur, Malaysia</i> nisamardzuki@upnm.edu.my</p> <p>Abstract: The aim of this study is to investigate the relationship between sustainability practices from corporate governance, students, staff, society, companies and continuous improvement dimensions, and environment dimension. A sample of 188 respondents from administration, selected faculties and centres of the National Defence University of Malaysia participated in responding to the survey of this study. Researchers used the Pearson correlation analysis from the Statistical Package for the Social Sciences software. Results found that there are significant relationships between corporate governance, students, staff, society, companies and continuous improvement, and environment. This study is the new finding to the current research gap, where hypothesis testing is used and may also contribute to the Higher Education Institutions, either local or international to make the instrument of this study as a part of the key performance index for the green campus initiative.</p>
25	043-jpn	<p>Imbalance Problem in Inbound and Outbound Logistics Flows</p> <p>Jirapat Wanitwattanakosol, Kobkarn Tapanyo and Nattaya Teepruksa</p> <p><i>College of Arts, Media, and Technology, Chiang Mai University, Chiang Mai, Thailand</i></p> <p>Abstract: This paper presents a SMEs logistics problem by using a real case. Inbound and outbound logistics should be synchronized to reduce cost. However, disturbance and the negative consequence of disturbance are appeared in logistics activities. The case study is located in the northern part of Thailand. It has eighteen delivery transport routes across Chiang Mai province. The research objectives are to 1) measure delivery performance of the case study, 2) propose an approach for waste reduction in the existing distribution system. Focus groups, direct observations and interviews were chosen to gain insight the logistics processes. Volumetric weight and on time delivery percentage were analysed and discussed to find out the solution. Eight main activities were drawn in IDEF0 diagram. Some lean tools could be applied to leverage the logistics performance in the future. The key performance indicator target should be also adjusted and revised to set at appropriate levels.</p>
26	045-jpn	<p>Looking into “Awéwé” and “Lalaki” in the Sundanese Magazine Manglé Local Wisdom and a Corpus Analysis of the Linguistic Construction of Gender</p> <p>Susi Yuliawati, Reiza D. Dienaputra, Eva Tuckyta Sari Sujatna , Agus S. Suryadimulya, Fahmy Luqman</p> <p><i>Universitas Padjadjaran West Java, Indonesia</i></p> <p>Abstract: This study uses methods in corpus linguistics to examine the construction of gender, based on word usage patterns of <i>awéwé</i> ‘woman’</p>

		<p>and <i>lalaki</i> ‘man’ in a 2.9 million-word corpus of Sundanese magazine <i>Manglé</i>. The linguistic construction of gender is discussed as empirical evidence of how Sundanese local wisdoms may give an impact on ways of speaking about man and woman. Using the corpus software WordSmith Tools, frequency analysis demonstrates that woman was more popular to talk about than man that is indicated by the higher frequency of <i>awéwé</i> than of <i>lalaki</i>. Following this, an analysis of the top 30 significant collocates of <i>awéwé</i> and <i>lalaki</i> discovers that the following semantic categories were referenced: kin, people, relationship, body and physical appearance and age. Other semantic categories, however, were specific to particular gender terms, i.e. general ethics found only in collocates of <i>awéwé</i>, while personal traits and power solely found in <i>lalaki</i>. A close examination of the concordances reveals that the usages of <i>awéwé</i> seem to represent that woman is weak and dependent on man, while man is strong and powerful. The result of corpus analyses is apparently in line with the Sundanese traditional knowledge that expects woman to be submissive to man. Thus, the present paper argues that corpus-based analysis can be used to investigate the manifestation of local wisdoms in language use.</p>
27	047-jpn	<p>Development and Antioxidant Activity Analysis of Bio-Cellulose Containing Indian Gooseberry Extract</p> <p>Arisara Chanyotha, Kornthip Watcharapanyawong Techametheekul and Jantip Setthayanond</p> <p><i>Department of Textile Science, Faculty of Agro-Industry, Kasetsart University Bangkok, 10900 Thailand</i></p> <p>Abstract: Bio-cellulose containing Indian gooseberry extract was preliminary developed for facial mask products in this research. Two Indian gooseberry fruits viz. wild and Kaset varieties were extracted with ethyl acetate. The total phenolic content and % radical scavenging activity of the extract were analyzed and it was observed that wild Indian gooseberry had higher total phenolic content with higher antioxidant activity as compared with Kaset Indian gooseberry and the two Indian gooseberries exhibited higher antioxidant activity than ascorbic acid. Wild Indian gooseberry extract was therefore selected to incorporate into bio-cellulose by absorption process. Release of the absorbed extract from bio-cellulose samples was also investigated in acetate buffer pH 5.5 to simulate the release of the extract under human skin pH condition. It was found that the extract of wild Indian gooseberry could absorb well into bio-cellulose and its release was about 3.5-4.5% with high antioxidant activity. This suggests potential development of bio-cellulose containing Indian gooseberry for facial mask products</p>
28	048-jpn	<p>Sustainability Practices in National Defence University of Malaysia</p> <p>Norlaila Mazura Hj. Mohaiyadin*, Khairunnisa Mardzuki, Amnah Saayah Ismail, Hasan Al-Banna Mohamed & Safar Yaacob</p> <p><i>*Faculty of Defence Studies and Management, National Defence University of Malaysia Kuala Lumpur, Malaysia</i> norlaila@upnm.edu.my</p>

		<p>Abstract: The aims of this study are to investigate the level of sustainability practices items in each dimension; either the most common or least common practices and to investigate the level of overall sustainability practices that fall under high, medium or lower common practices in National Defence University of Malaysia (NDUM). A sample of 188 respondents from administration, selected faculties and centres of NDUM participated in responding to the survey of this study. Researchers used descriptive analysis from the Statistical Package for the Social Sciences software. Results found that there are common and least sustainability practices in each dimension, and they have similarities and differences in terms of findings with previous literatures. Results also found that the sustainability practices for all dimensions are at a medium level. The results of this study will contribute to the awareness of sustainability practices among members of the university and to add to literature reviews in the field of sustainability issues.</p>
<p>29</p>	<p>049-jpn</p>	<p>Evaluating the Risks of Public Private Partnerships for Projects in the Health Care System</p> <p>Tatiana V. Skryl</p> <p><i>Department of Economic Theory Plekhanov Russian University of Economics Moscow, Russia</i></p> <p>Abstract: The health care system is experiencing investment hunger as part of the strategic objectives set by the leadership of modern Russia. At this stage, many studies have been conducted and are in the process of finding the optimal solution at the intersection of two sciences: Economics and Medicine. This work is aimed at identifying possible risks of medical care organization based on the implementation of public-private partnership mechanisms in order to increase the investment attractiveness of health care institutions. In the framework of the work the author considers the possible risks in attracting private funds in medicine against the background of limited capacity of budgets of all levels to finance the unfavorable situation of many health care institutions.</p>
<p>30</p>	<p>050-jpn</p>	<p>Dynamic Evaluation of Single Minutes of Exchange Die (SMED) Using Network Data Envelopment Analysis (DEA)</p> <p>M.A.Mansor¹, M.N Ab Rahman², S.S. Sulaiman¹, N.A.M.A.Zainal¹</p> <p><i>¹Faculty of Engineering Technology, University Malaysia Pahang, Malaysia</i> <i>²Faculty of Engineering and Built Environment, University Kebangsaan Malaysia, Malaysia</i></p> <p>Abstract: Single Minutes of Exchange Die (SMED) is a widely applied approach in reducing the changeover time of the machines. The time reduction can be made by converting the activities that need to be executed while the machine is stopped to the activities that can be executed while the machine is running. The former is called an internal setup activity while the latter is called an external setup activity. The objective of this paper is to evaluate this converting process dynamically.</p>

		<p>Since the company tried to improve the changeover year by year, the result in the previous year will give the certain effect to the activities in the following year. Therefore, it is necessary to observe the performance's trend of the changeover's activities. In this paper, both internal and external setup time of a metal stamping company was collected from 2011 to 2014. The Network Data Envelopment Analysis (DEA) has been used to evaluate the performance of the SMED activities in the company by considering all the relationship between the activities in every year. As a result, we can determine the performance of an activity where the result can be used as a guideline for further improvement in the company.</p>
<p>31</p>	<p>051-jpn</p>	<p>Convolutional Neural Network Model in Machine Learning Methods and Computer Vision for Image Recognition: A Review</p> <p>¹R.M.Q.R.Jaapar, ²M.A.Mansor</p> <p><i>¹Industrial Electronic, German Malaysian Institute, Kajang, Selangor Malaysia</i> <i>² Faculty of Engineering Technology, Universiti Malaysia Pahang, Malaysia</i></p> <p>Abstract: Recently, Convolutional Neural Networks (CNNs) are used in variety of areas including image and pattern recognition, speech recognition, biometric embedded vision, food recognition and video analysis for surveillance, industrial robots and autonomous cars. There are a number of reasons that convolutional neural networks (CNNs) are becoming important. Feature extractors are hand designed during traditional models for image recognition. In CNNs, the weights of the convolutional layer being used for feature extraction in addition to the fully connected layer are applied for classification that are determined during the training process. The objective of this paper is to review a few learning machine methods of convolutional neural network (CNNs) in image recognition. Furthermore, current approaches to image recognition make essential use of machine learning methods. Based on twenty five journal that have been review, this paper focusing on the development trend of convolution neural network (CNNs) model due to various learning method in image recognition since 2000s, which is mainly introduced from the aspects of capturing, verification and clustering. Consequently, deep convolutional neural network (DCNNs) have shown much successful in various machine learning and computer vision problem because it significant quality gain at a modest increase of computational requirement. This training method also allows models that are composed of multiple processing layers to learn representation of data with multiple levels of abstraction.</p>
<p>32</p>	<p>052-jpn</p>	<p>Application of UAV-derived digital elevation model in agricultural field to determine waterlogged soil areas in Amur Region, Russia</p> <p>Boris Boiarskii^{1,5}, Hideo Hasegawa², Aleksei Muratov³, Vladimir Sudeykin⁴</p> <p><i>¹Graduate School of Science and Technology, Niigata University, Niigata, Japan</i> <i>²Institute of Science and Technology, Niigata University, Niigata, Japan</i> <i>³Science and Research Department, Far Eastern State Agrarian University, Blagoveschensk, Russia</i></p>

		<p>⁴Foreign Affairs Department, Far Eastern State Agrarian University, Blagoveshchensk, Russia ⁵Federal State Budget Scientific Institution All-Russian Scientific Research Institute of Soybean, Blagoveshchensk, Russia</p> <p>Abstract: This study evaluated elevation data in an agricultural field using an unmanned aerial vehicle (UAV) and a multispectral camera at an experimental site in the Amur Region, Russia. This region experiences waterlogging of soils, which prevents the use of agricultural machinery. Combine harvesters and transports are unable to perform technological processes on overmoistened soils. UAV surveying technology may help achieve a higher level of efficiency of agricultural land management. We processed captured Geo-TIF images using photogrammetry algorithms and recorded deviations in soil moisture on the experimental site. We produced a digital terrain model (DTM) that allowed us to determine areas of low-lying ground in the field that were prone to flooding and waterlogging. Using the UAV derived elevation model to determine low-lying ground may provide new opportunities for the region. Advanced land management may reduce farmers' costs for maintaining machinery and labor in the field, especially during the harvest season.</p>
33	053-jpn	<p>Analyzing the Relationship of Factors towards Adoption of Mobile Wallet</p> <p>3. Santidhorn Pooripakdee ², Nattaphat Apirungruengsakul ^{*1} Anan Watcharadamrongkun</p> <p>^{1,3} Faculty of Management Science, Silpakorn University, Thailand ² Faculty of Business Administration, Panyapiwat Institute of Management, Thailand</p> <p>Abstract: This research has objectives to analyze relationship of adoption factors for mobile wallet by giving questionnaires to samples in Bangkok Metropolitan with the total of 300 respondents. The data was analyzed by using Structural Equation Modeling (SEM) techniques. The results showed that attitude toward use (AT) had positive relationship with accepting mobile wallet by using Attitude toward Use (AT) as the mediator variable.</p>
34	054-jpn	<p>Influencing Factors effect to Purchasing Decision in M-Commerce in Womenomics' Generation Y</p> <p>Arunothai Juntavong¹ Jiratchaya Sukpoka², Santidhorn Pooripakdee ³</p> <p>¹ Department of Interventional Radiology, Baskent University School Of Medicine, Ankara, Turkey ^{*Corresponding author:} Department of Management Sceinces, Silpakorn University, Bangkok, Thailand and Department of Management Sceinces, Professor of Silpakorn University, Bangkok, Thailand Tel: +66-882088999, E-mail: ajuntavong@gmail.com</p> <p>Abstract: The objectives of this research were to examine The Influencing Factors effect to Purchasing Decision in M-Commerce in Womenomics' Generation Y. The sample of 250 respondents who are 18-25 year-old</p>

		<p>women in Bangkok were studied. Questionnaires were used to collect the data; Descriptive Statistics: frequency, percentage, mean, standard deviation and one-way ANOVA. The statistics were applied the Stepwise Multiple Regression to analysis. In terms of Demography: The findings indicated Majorities are graduated educational 66%, Monthly average incomes in 30,001 - 50,000 Baht 32%, Working in the Private company 68%, Doubled income from other jobs 45.6%, Mostly marital status is single 94%, Work Value and life style: Mostly offices are located in Business area 96.8%, High Competitive in Work place 93.6% effect to immediately improve and more developed skill themselves 97.6%. In terms of antecedent, that 3 factors composing of Customer Path (5A), Aware, Ask and Advocate which are the most significance to directly effect to Customer Buying Decision in terms of results are able to apply to develop in business effectively and efficiency.</p> <p>Keywords: M-Commerce, Womenomics, Generation Y</p>
<p>35</p>	<p>055-jpn</p>	<p>The Facets of Principal’s Visionary Leadership and Measurement Tool Creation</p> <p>Chen, Hsin-Hao¹, Chen, Abbott Po Shun²</p> <p><i>¹Graduate Institute of Educational Leadership and Evaluation Southern Taiwan University of Science and Technology Tainan, Taiwan yuching8892@gmail.com</i></p> <p><i>²Department of Marketing and Logistics Management Chaoyang University of Technology Taichung, Taiwan chprosen@gm.cyut.edu.tw</i></p> <p>Abstract: At present, most of studies related to principal’s visionary leadership develop their arguments with qualitative analysis while evidence-based research is still scarce. This study constructs facets of principal’s visionary leadership and makes related question items. Taking elementary school teachers in Taiwan as the research object, it adopts a questionnaire survey to explore the degree of school teachers’ perception of the visionary leadership of their principals. A total of 226 valid questionnaires are collected and analyzed with SPSS statistical software. The results of the study construct three facets: formation of vision, practice of vision, and feedback on vision, including 20 questions in total. The cumulative explained variation is 73.227%, the α reliability coefficients of the three facets are all higher than 0.7, and the scale has good validity and reliability. The research results advance the arguments of the process and facets of principal’s visionary leadership for reference in subsequent studies.</p>
<p>36</p>	<p>056-jpn</p>	<p>Is B2B marketing enable in value-in-use? The co-creation perspective</p> <p>Abbott Po Shun Chen¹, Jung-Hsuan Wang²</p> <p><i>¹Assistant Professor of Department of Marketing and Logistics Management of Chaoyang University of Technology chprosen@gm.cyut.edu.tw</i></p> <p><i>²Secretary of Taiwan Culture Creative Industry Society tc631amy@gmail.com</i></p>

		<p>Abstract: Most of the previous literature emphasize that under the current era change of traditional industries, if it is impossible to change the marketing model or industrial upgrading, traditional industries will tend to sunset industry, but most of them do not mention how comprehensive integration methods and systematic data analysis Meet the trend. How to use the issues of co-creation economy and cultural marketing will be the development trend of the traditional cake industry. How to maintain the inherent cultural background and value of the traditional pastry industry. The cooperative modes that can participate together can not be eliminated by the times and continue to be sustainable. They use the Analytic Network Process (ANP) as a decision-making tool to find out the relative importance weights among various goals, sub-goals and criteria, and then use Super. Decisions software analyzes the data collected to find out the direction of change, so based on the results of this study, we explored the practical advice between the co-creation and pastry industry.</p>
<p>37</p>	<p>057-jpn</p>	<p>Optimization the Business Performance of Restaurant Entrepreneurs in SamutPrakan Province, Thailand.</p> <p>*¹Wasutida Nakkasem, ²Wipawan Janprachum, ³ Santidhorn Pooripakdee</p> <p>¹ Faculty of Management Science, Rajabhat Dhonburi University, Thailand. ² Faculty of Business Administration, Rajamangala University of Technology Rattanakosin, Thailand. ³ Faculty of Management Science, Silpakorn University, Thailand.</p> <p>Abstract: This research aimed 1) To study the factors affecting business operation of restaurant entrepreneurs in SamutPrakan province. 2) To study the level of business entrepreneurs efficiency restaurants in SamutPrakan province. 3) To study the relationship between the factors affecting the business operation of restaurant entrepreneurs in SamutPrakan province. 4) To generate the predictive equation among the factors affecting the efficiency of the business operation of the restaurant entrepreneurs in SamutPrakan province. The research sample was a restaurant entrepreneurs. Samples of data were collected from 140 samples. The five-level questionnaire was used to analyze data, including frequency, percentage, mean and standard deviation, and stepwise multiple regression analysis.</p>
<p>38</p>	<p>059-jpn</p>	<p>Development of Gastronomy Tourism Management Model</p> <p>Prinnaporn Bunrangsee, Poschanan Boonchuai, Santidhorn Pooripakdee</p> <p><i>Faculty of Management Science, Silpakorn University, Thailand Tel: (+66)846885546, E-mail:prinnaporn@gmail.com</i></p> <p>Abstract: This study is a mixed method research. The document research is used as qualitative method to summarize the current situation of gastronomy tourism management in Thailand as well as problems and threats. The quantitative method is applied through questionnaire survey in order to explore need assessment of Thai tourism for gastronomy</p>

		<p>tourism. According to results of the documentary research, there are seven aspects of gastronomy tourism management: activities, services, price, hygiene, public relations, community and supporting organizations. The questionnaire survey revealed that Thai tourists prioritized hygiene as the most important aspect of gastronomy tourism and following by activities, supporting organizations, public relations, price and community respectively. The findings enable better understanding of current situation of Thai gastronomy tourism, problems and threats. As well, the further development guideline of Thai gastronomy tourism are noted.</p>
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