



# Conference Proceeding Book of Papers

**International Conference on “Contemporary Research in Engineering, Science,  
Information Technology and Applied Sciences (CEITA-2019)”**

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**Dr Ahmad Saddam Ph.D.**, Country Director (Global Illuminators Iraq)

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## Conference Chair Message

Farooq Ahmed Jam (Ph.D.)

International Conference on “Contemporary Research in Engineering, Science, Information Technology and Applied Sciences (CEITA-2019)” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face and interact with other renowned scholars for possible future collaborations.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards and helping the participants in publishing their research in affiliated journals. Also special thanks to all the session chairs from industry, academia and policy-making institutions who volunteered their time and support to make this event a success.

A very special thanks to the great scholars for being here with us as key note speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

### Type of CEITA Papers

For this year, CEITA has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researcher and reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute in the scientific body of knowledge. Contrary, Inside papers meet the needs of policy makers and professionals and reviewed on the basis of high practical standards. The objective of the Insight is to identify the real world problems and how can solve with the help of information systems.

## Reviewing Criteria

In CEITA all papers are used to judge on the criteria (relevance, significance, originality, validity and clarity). However some criteria differ between the Research papers and Insight papers.

**Relevancy:** Relevancy has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

**Significance:** Knowledge in different researches in the conference is related to research papers and insight papers.

**Originality:** Ideas that are new for the researchers are used in the conference.

**Validity:** Research papers in the conference are based on theory while the insight papers in the research are based on experimental researches. References are according to content.

**Clarity:** Papers are according to the format, language is easy and understandable by the audience in the conference.

## Acceptance Rates

Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
8	4	2	2	50%

## Copy right Agreements

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## **Acknowledgment**

A huge numbers of people helped in conducting the conferences. First of all thanks to all the members of the Conference and Program Committee and representatives of the CEITA board and their helpers. We also want to thank all the Track Chairs, Track Co-Chairs and reviewers, as well as all the member of the Scientific Committee for their help in the review process and organizing the tracks and special sessions. We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the CEITA tradition.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.) and Muhammad Abbas (Ph.D.)

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**Dr. Sylvia J. Pidor (Ph.D.)**

**VP-Academics/ Dean, Graduate School Program**

*Proceeding of International CEITA Conference --- Singapore April 2019*

*A.Saddam*

Her Bachelor of Science in Biology, Master of Arts in Science Education and Ph.D. in Education Leadership give diversity to her profile as an educationist. Besides teaching science subjects for several years, she was given supervisory position being the Department's Academic Coordinator and Chair Person at University of Immaculate Conception Davao. Due to her dedication in work, she is assigned as the Dean of the Graduate School and as the Vice-President for Academics. She has several affiliations to various organizations in Davao Region, nationally and internationally. She is the president of the Curriculum and Instruction Area of the Davao Association of Colleges and Universities Network (DACUN), President of the Council of Deans for Teacher Education (CODTEI), Region XI, President of the Philippine Association for Graduate Education (PAGE), Region XI and member of several other national and international organizations. She became a member of the Commission on Higher Education (CHED) Regional Qualification Assessment Team (RQAT), who monitors schools in Davao Region. She has delivered speeches and keynote lectures at various international platforms. She is a member of Global Illuminators scholarly community.

A compassionate and dedicated leader as others describe her is someone who loves to travel not only to experience different cultures in other countries but to expand her horizons in learning

**Assoc. Prof. Dr. Ariffin Abdul Mutalib**

**Schools of Multimedia Technology and Communication, Universiti Utara Malaysia**

Dr. Ariffin started his academic career as a tutor in 1999, after finishing his Bachelor of Information Technology study in Universiti Utara Malaysia (UUM). He obtained his Master in Interactive Multimedia from Heriot-Watt University, Scotland in 2001. Then, he was appointed as a lecturer. In 2007, he began his PhD study in UUM and finished in 2009. Since 2002 until now, he has secured various research grants, funded nationally and internationally. Nevertheless, he has also been appointed as a consultant for projects by industry players. Not only he excels in research works, his postgraduate supervision is also excellent. From his first PhD supervision in 2011, eight of his students have graduated. More interestingly, four of them graduated on time. Through his research works, he has published more than 30 articles in Scopus journals, and more than 15 articles in ISI journals. All these have enabled him to be seen around the world, which eventually attracts various major conferences to appoint him as a technical reviewer. On top of that, he has also been appointed as a keynote speaker and invited speaker in various conferences. He just finished his term as the Dean of School of Multimedia Technology and Communication (SMMTC). His administrative career began in 2013 when he was appointed as a Quality Manager in UUM.

Having served for two years there, he was appointed as the Head of Department at SMMTC. Then, he was appointed as the Deputy Dean in the following year, before upgraded into the Dean in 2017. His research interests include Interaction Design, Usability, Multimedia for teaching and learning, Emergent technology, and Game-based learning. As a reflection of his contributions and

achievements, he has been awarded with “Best Professor in Multimedia Technology” in The Golden Globe Tigers Award 2018, “Education Leadership Award” in Asia’s Education Excellence Awards, CMO Asia 2018, and “100 Most Dedicated Professors” in World Education Congress 2018.

## **CEITA 2019 Track’s Chairs**

### **Business, Management, and Economics Studies**

Edna T. Salva & Thelma O. Alderite

YuLing Liu & Ridwanul Alam

### **Social Sciences & Humanities**

Ariffin Abdul Mutalib & Sylvia J. Pidor

Ronald P.Lambayan & Rona Vic O. Gutierrez

### **Engineering, Technology, and Public Health Studies**

Ariffin Abdul Mutalib & Sylvia J. Pidor

## **Best Paper Nominee List**

### **SMES’ Activities According to Dimensions of Entrepreneurial Marketing**

*Thirarut Worapishet*

Kasetsart University, Bangkok, Thailand

### **Participation and Involvement of Local Communities in Relation to the Extent of Implementation of Sustainable Ecotourism Development in Davao Region**

*Presentacion C. Acosta*

University of the Immaculate Conception, Philippines

**Risk Assessment of Heavy Metals from Edible Mushrooms**

*Prapat Pentamwa<sup>1\*</sup>, Jitlada Chimmai<sup>2</sup>*

Suranaree University of Technology, Nakhon Ratchasima, Thailand

**CEITA 2019 Best Paper Award Winner**

**Risk Assessment of Heavy Metals from Edible Mushrooms**

*Prapat Pentamwa<sup>1\*</sup>, Jitlada Chimmai<sup>2</sup>*

Suranaree University of Technology, Nakhon Ratchasima, Thailand

**List of CEITA 2019 Academic Papers**

**1. Business, Management and Economic Studies**

**ID: MSHTR-19-107**

**SMES' Activities According To Dimensions of Entrepreneurial Marketing**

*Thirarut Worapishet\**

Kasetsart University, Bangkok, Thailand

**ID: MSHTR-19-108**

**Relationship between Istiqamah and Job Satisfaction with Organizational Commitment to Employees of Call Center Banking in City X**

*Dzikri Hijriarahmah<sup>1\*</sup>, Fatkhuriah<sup>2</sup>*

<sup>1,2</sup> *Islamic University of Indonesia, Indonesia*

**2. Social Sciences and Humanities**

**ID: EBINS-19-137**



**Academe's Role in the Community-Based Rehabilitation and Aftercare Program (Cbrap):  
A Sequential Exploratory Approach**

*Nelca Stephany Umblero-Amatong*

University of the Immaculate Conception Davao City, Philippines

### **3. Engineering and Technology**

**ID: CEITA-19-105**

**Risk Assessment of Heavy Metals from Edible Mushrooms**

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