



***November 27-28, 2019***

***The Trans Resort Bali,  
Indonesia***

***International Conference on  
Process & Project Engineering,  
Information Technology, Applied  
Sciences***



International Conference on  
Process & Project Engineering, Information Technology, Applied Sciences  
(PPEIT-NOV-2019)  
PPEIT© 2019 Bali, Indonesia  
GI Engineering, Technology, Applied Sciences Forum, Kuala Lumpur,  
Malaysia.



# **PPEIT 2019**

## **Conference Proceeding**

### **Book of Abstracts**

**International Conference on  
“Process & Project Engineering, Information Technology,  
Applied Sciences”  
(PPEIT-2019)”**

**Venue: The Trans Resort Bali, Indonesia**

**Editor:**

**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 “Process & Project Engineering, Information Technology, Applied Sciences” (PPEIT - 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 interacting with other renowned scholars for possible future collaborations.

I am really thankful to our honorable 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 keynote 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 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 to the betterment of society and welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

## **Type of PPEIT Papers**

For this year, PPEIT has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researchers and are reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute to the scientific body of knowledge. On the contrary, Insight papers meet the needs of policy makers and professionals and are reviewed on the basis of high practical standards. The objective of the Insight is to identify the real-world problems and how they can be solved with the help of information systems.

## **Reviewing Criteria**

In PPEIT, all papers are judged on the same criteria (relevance, significance, originality, validity and clarity). However some criteria differ between the Research papers and Insight papers.

**Relevance:** Relevance 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
42	25	4	13	56.41%

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## **Acknowledgment**

A huge number of people helped in conducting the conference. First of all, thanks to all the members of the Conference and Program Committee and representatives of the PPEIT board and their helpers. We also want to thank all the Track Chairs and reviewers, as well as all the members 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 PPEIT tradition.

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

And Muhammad Abbas ( Ph.D.)

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## **PPEIT 2019 Tracks' Chairs**

### **Business, Management, Economic, Social Sciences and Humanities Studies**

Dr. Arsenio T. Bignotia, Mariusz Próchniak, Michał  
Bernardelli, Bartosz Witkowski

## **PPEIT 2019 Workshop**

### **“How to Improve the Quality of A Research Article and Get It Published in Scopus/ISI-Indexed Journals.”**

**Trainer: Dr. Farooq Ahmed Jam (Ph.D.)**

In this workshop, we will discuss how to improve the quality of a research article and to get it published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop, trainer will shed light on how to identify a hot research topic, how to find a research gap, importance of a catchy Research Paper Title, what reviewers are looking for in a research article, what editors are expecting from authors, major reasons for article rejection by good journals, steps and tips to improve article quality and content, and finding a relevant outlet for your research. I hope this workshop will help the participants improve their understanding of the publication process.

## **Best Paper Nominee List**

### **Martapura River Water Leads to Hepar Alteration In Rats**

*Ida Yuliana<sup>1</sup>, Husnul Khatimah<sup>2</sup>, Lena Rosida<sup>3</sup>, Nika Sterina Skripsiana<sup>4</sup>*

<sup>1,2,3</sup>Biomedical Department, Faculty of Medicine, Lambung Mangkurat University, South Kalimantan, Indonesia, <sup>4</sup>Public Health Department, Faculty of Medicine, Lambung Mangkurat University, South Kalimantan, Indonesia

### **Evaluation of the University Consultation Hours in the Learning Journey of College Students of SPU Manila SY 2018-2019**

*Dr. Arsenio T. Bignotia<sup>1</sup>, Cesar Abadiano<sup>2</sup>, Claudine M. Alhambra<sup>3</sup>*

<sup>1,2,3</sup> St. Paul University Manila, Philippines

### **A Study on Building Information Model for Architectural Heritage Preservation and Restoration**

*Shang-Chia Chiou<sup>1</sup>, Hsiao-Chien Kao<sup>2</sup>*

<sup>1,2</sup>National Yunlin University of Science and Technology, Taiwan

### **Cancer and Anthropology: A Multidisciplinary Approach To Today's Enigma**

*Abhishikta Ghosh Roy*

Anthropological Survey of India, Ministry of Culture, Government of India



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## **Counter Radicalization as an Implemented Strategy in Educational Institutions in Indonesia**

*Ambarsari, Khory Wandira<sup>1\*</sup>, Risman, Helda<sup>2</sup>*

<sup>1,2</sup>Indonesia Defense University, Indonesia

## **PPEIT 2019 Best Paper Award Winner**

### **Evaluation of the University Consultation Hours in the Learning Journey of College Students of SPU Manila SY 2018-2019**

*Dr. Arsenio T. Bignotia<sup>1</sup>, Cesar Abadiano<sup>2</sup>, Claudine M.  
Alhambra<sup>3</sup>*

<sup>1,2,3</sup> St. Paul University Manila, Philippines

### **Cancer and Anthropology: A Multidisciplinary Approach to Today's Enigma**

*Abhishikta Ghosh Roy*

Anthropological Survey of India, Ministry of Culture,  
Government of India

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### **Editor**

**Dr. Ahmad Saddam (Ph.D.)**

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## CONFERENCE PROGRAM

**DAY 01 Wednesday (November 27, 2019)**

**Welcome Reception & Registration**

**08:00 am – 08:20 am**

**Opening Ceremony (08:30 am – 09: 35 am)**

**Venue: Room 1**

08:20 am – 8:30 am	Welcome Remarks – <b>Ms. Novia</b>	Conference Coordinator ETAR-2019
08:30 am – 8:40 am	Opening Speech – <b>Dr. Farooq Ahmed Jam (Ph.D.)</b>	Executive Director Global Illuminators
08:40 am – 08:55 am	Keynote Speech- <b>Ms. Banita Behera</b>	Zonal Anthropological Museum, Anthropological Survey of India, Andaman & Nicobar Islands, India
08:55 am – 09:05 am	Keynote Speech- <b>Dr. Abhishikta Ghosh Roy</b>	Anthropological Survey of India, Ministry of Culture, Government of India
09:05 am – 9:20 am	Group Photo & Award Ceremony	

**Grand Networking Session and Tea Break (09:20 am – 09:35 am)**

**DAY 01 Wednesday (November 27, 2019)**

**Session 1 (09:35 am – 11:30 am)**

**Venue: Room 1**

**Session Chair: Dr. Arsenio T. Bignotia & Mariusz Próchniak**

**Track A: Business Management, Economics, Social Sciences & Humanities**

<b>ETAR-19-102</b>	Trust And Leadership Styles In Ecuador: Divergent Perspective By Managers And Subordinates	Espinoza Solis, Eduardo
<b>ETAR-19-109</b>	Analysis of the consumer behaviour of the members of the savings and credit cooperatives for the integration of electronic financial services in the city of Guayaquil	Eduardo Guzman Barquet
<b>ETAR-19-111</b>	Evaluation of the University Consultation Hours in the Learning Journey of College Students of SPU Manila SY 2018-2019	Dr. Arsenio T. Bignotia
<b>ETAR-19-114</b>	A Study on Building Information Model for Architectural Heritage Preservation and Restoration	Prof. Kao Hsiao Chien
<b>ETAR-19-110</b>	Martapura River Water Leads To Hepar Alteration In Rats	Ida Yuliana
<b>RBESE-19-101</b>	Towards the similarity of the countries in terms of business cycle synchronization and income level equalization – empirical analysis	Mariusz Próchniak
<b>RBESE-19-102</b>	Impact of local data smoothing methods on the identification of business cycle turning points via hidden Markov model	Michał Bernardelli,

<b>RBESE-19-103</b>	Convergence Testing with the Use of a New Measure of Time Series Similarity	Bartosz Witkowski
<b>RBESE-19-108</b>	Tourist Sites and Management in Jordan (from the Perspective of the Workers in These Sites)	Mohammad Nayef Alsarayreh
<b>ETAR-19-105</b>	The Future of Our Past: Issues and Tensions in Heritage Management of Indian Archipelago	Banita Behera
<b>ABSEIT-NOV19-BI102</b>	Oil and Gas Industry: Evidence from the Russian Stock Market Before and After Crisis	Darko Vukovic
<b>ETAR-19-120</b>	The Economic Analysis between Vertical Integration and Horizontal Integration	Yu-Chieh Chang

**DAY 01 Wednesday (November 27, 2019)**

**Workshop Session (11:30 am – 01:00 pm)**

**Venue: Room 1**

**“How to Improve the Quality of Research Article and get published in Scopus/ISI Indexed Journals”**

<b>Trainer</b>	Dr. Farooq Ahmed Jam (Ph.D.)
<b>Participants</b>	All Participants

In this workshop, we will discuss how to improve the quality of research article and getting published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop trainer will shed light on how to identify a hot research topic, How to find a research gap, Importance of a catchy Research Paper Title, What Reviewers are looking in research article, What editors are expecting from authors, Major Reasons of article rejection in good journals, Steps and tips to improve article quality and content and Finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about publication process.

**Lunch Break: (1:00 pm – 02:00 pm)**

**DAY 01 Wednesday (November 27, 2019)**

**Session 2 (02:00 pm – 4:30 pm)**

**Venue: Room 1**

**Session Chairs: Michal Bernardelli, Bartosz Witkowski**

**Track A: Business Management, Economics, Social Sciences & Humanities**

<b>ETSBS-119-ANI101</b>	The Economic Analysis of Product Substitutability and the Degree of R&D Investments' Specificity on Horizontal Integration	Yu-Chieh
<b>ETAR-19-106</b>	Cancer And Anthropology : A Multidisciplinary Approach To Today's Enigma	Abhishikta Ghosh Roy
<b>ETAR-19-103</b>	Determinants of Attitudes Toward Research and Plagiarism: Empirical Study From a Developing Country	Nasreen Hussain
<b>ETAR-19-104</b>	Successful Aging from Filipino Lesbian, Gay and Bisexual Older Adults Perspective	Dr. Calvin Dave D. Ganub, Rgc
<b>ETAR-19-107</b>	Mingle Model To Improve Speaking Skills For Introvert Student's Based On Theory Of Constructivism	Uril Bahrudin
<b>ETAR-19-118</b>	Counter Radicalization As An Implemented Strategy In Educational Institutions In Indonesia	Ambarsari, Khory Wandira
<b>ETAR-19-119</b>	The Impact of Regulation on Banking Efficiency in Former Socialist Countries of the European Union: A Post Crisis Evaluation	Assist. Prof. Edward Bace



<b>ETAR-19-122</b>	Preservice Teachers Perception toward Summative Assessment in Mathematics Class	Chumaedi Sugihandardji
<b>ETAR-19-123</b>	Indonesian National Education System: A current observation	Assist. Prof. Ahmad
<b>ETAR-19-124</b>	Measuring The Volatility of Market Risk of Viet Nam Banking Industry After The Low Inflation Period 2015-2017	Dinh Tran Ngoc Huy

### **Track B: Engineering, Technology & Applied Sciences**

<b>PPEIT-19-102</b>	Prediction and Recommender System Using Knowledge Discovery in Database. Case: Chatbots Services in a University	Rianto, S.Kom., M.Eng.
<b>PPEIT-19-103</b>	Software process improvement and software development methodologies: A roadmap	Dr. Haroon Tarawneh
<b>PPEIT-19-108</b>	A Deep Learning Approach to Identifying Devices Based on the Smart Space Data for an AAL	Mohammad Helal Uddin

**Closing Ceremony (4:00 pm – 04:15 pm)**

**DAY 02 Thursday, (November 28, 2019)**  
**“CITY TOUR”**

Gathering of Participants at the Lobby of The Trans Resort Bali, Indonesia,  
at 08:45am Departure: 09:00 am for City Tour.

Drop Back at The Trans Resort Bali, Indonesia at 6:00 pm

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**Important Note:** This tour is organized by Global Illuminators and entry to this tour is free for all participants. You may also bring your Siblings/Family/Friends but you have to register for them on registration desk one day before the tour.

## **TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES**



## Trust and Leadership Styles in Ecuador: Divergent Perspective by Managers and Subordinates

**Espinoza Solis, Eduardo<sup>1\*</sup>, Elgoibar, Patricia<sup>2</sup>**

<sup>1</sup>Universidad Estatal de Milagro, <sup>1</sup>Posgraduate Director Universidad de Guayaquil Ecuador, <sup>2</sup>Universitat de Barcelona, Spain

### Abstract

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Trust is a key to develop effective interpersonal relationships in organizations. However, many places such as Ecuador show low indicators of organizational trust and leadership and studies on those topics are required. Which type of trust is promoted by the leaders? Which one is perceived by the employees? How are they linked to each other and to the leadership style? The present study aims to analyze empirically the relationship between cognitive and affective trust and the leadership style of managers. To carry out this study, two samples were collected a) the perception of the managers (n = 341) and b) of the employees (n = 314). Through a structural equation model (SEM) methodology the hypotheses were tested. Results show that from the managerial perspective, both types of trust and leadership styles are significantly and positively related to a different extent. In addition to that, cognitive trust mediates the relationship between leadership styles and affective trust. On the contrary, the employees' perspective shows no relationship between these variables. Finally, theoretical and practices implications and suggestions for future research are proposed.

**Keywords:** Trust and Leadership, Ecuador.

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\*All correspondence related to this article should be directed to Espinoza Solis, Eduardo, Universidad Estatal de Milagro, Posgraduate Director - Universidad de Guayaquil Ecuador, Spain  
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Book

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## Analysis of the Consumer Behavior of the Members of the Savings and Credit Cooperatives for the Integration of Electronic Financial Services in the City of Guayaquil

**Eduardo Guzman Barquet\***  
Universidad de Guayaquil, Spain

### Abstract

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Currently, the use of services that can be marketed online is almost a mandatory strategy that companies must incorporate to generate customer loyalty to the institution. The research deals with the study of the behavior of the members of the Savings and Credit Cooperatives with respect to the integration of electronic financial services. The research is of exploratory and descriptive scope whose approach is mixed. Techniques were applied such as: (a) observation of the cooperatives to evaluate the technological progress of the financial services they currently possess; (b) interviews with managers of certain entities in the sector; (c) a focus group for certain stakeholders; and (d) a questionnaire of closed questions to members of different savings and credit cooperatives in the city of Guayaquil. Among the most important results, the following stand out: (a) 43% use the smartphone to access the internet; and (b) 82% have ever used an electronic financial platform.

**Keywords:** Consumer, Economic Behaviour, Market Research, Finance, Technology Transfer.

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## Evaluation of the University Consultation Hours in the Learning Journey of College Students of SPU Manila SY 2018-2019

**Dr. Arsenio T. Bignotia<sup>1\*</sup>, Cesar Abadiano<sup>2</sup>, Claudine M. Alhambra<sup>3</sup>**

<sup>1,2,3</sup>St. Paul University Manila, Philippines

### Abstract

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There are several theories that explain how an individual gain, retain and recollect knowledge. An understanding of these theories can help school administrators and teachers identify the best tools and strategies best suited that will promote meaningful learning. The study is anchored on the Humanistic theories of learning (1960). Proponents of humanism include Carl Rogers and Abraham Maslow. Humanism believes that learning is student centered and personalized, and the educator's role is that of a facilitator where the goal is to develop self-actualized people in a cooperative and supportive environment. The study was conducted in response to the need of the university system, St. Paul University, to address student care as part of the Paulinian Formation objectives. The research aimed to evaluate the effectiveness of the implementation of the consultation hours in relation to students' academic journey. The researchers looked into the perception of the students, the monitoring of academic managers, execution of faculty members, and issues and challenges in the implementation. Interviews and survey questionnaires were used to gather the needed data. We found that the students had a very positive feedback about their experience in consulting with their teachers. They also have a positive perception on how their teachers handled their concerns. On the perspective of academic managers, they said that consultations are properly monitored, especially since they also see this as an effective tool in student care. On the part of the faculty, despite the effectiveness of this activity, they revealed some issues and challenges on the implementation such as random consultations due to conflict of schedule and the unavailable rooms for one-on-one discussions.



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***Keywords:*** Student Care, Consultation Hours, Key Result Area, Learning Journey.

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## A Study on Building Information Model for Architectural Heritage Preservation and Restoration

**Shang-Chia Chiou<sup>1</sup>, Hsiao-Chien Kao<sup>2\*</sup>**

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National Yunlin University of Science and Technology, Taiwan

### Abstract

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Information Modeling for preserving and restoring architectural heritage by using the similar characteristics of dynamic information within the Building Information Modeling (BIM) as our case study, letting the strategies of the preservation and restoration is consistent in every stages, including the preserving value, the ethics of preservation, authenticity, etc. Diachronicity of a single architectural heritage, such as information of changes in the restoring stage of architectural components, or the new discovery while getting the different historical information, both can be reinterpreted by time-spatial Building Information Modeling. Research, planning along with design, construction records and management as well as maintenance are the four main stages in Taiwanese Architectural heritage preservation. The planning stage for the research of restoration and reusing is to evaluate the establishment and value of basic information, it is an important reference for next steps which is repairing with design and construction. For that, the importance in this study is to integrate the scattered information through HBIM (Historical Building Information Modeling). This study will use Tekla to conduct the establishment of "Information model for preservation and restoration of the Datun County Office and the Taichung State Hall", by the mean to explore restoration information at all stages of the project, recording the process of strategies as well as constructions, possible with the integration concept. In addition to this, apart from the basis for constructing a digital preservation method for authenticity of cultural heritages, it will also can help to ensure that value of cultural assets can be thoroughly implemented in the process of restoration and decision making.

**Keywords:** Architectural Heritage, Architectural Life Cycle, Information Model, Assited Preservation and Restoration.

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## The Economic Analysis between Vertical Integration and Horizontal Integration

**Yu-Chieh Chang<sup>1\*</sup>, Assoc. Prof. Shu-Yi Liao<sup>2</sup>**  
<sup>1,2</sup> National Chung Hsing University, Taiwan

Abstract

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This study applied the modified Cournot duopoly model proposed by Buehler & Schmutzler (2008) and Milliou & Pavlou (2013) to analyze and compare the economic efficiency of vertical integration model and horizontal integration. For the industry of downstream R&D, this model examines the effect of market size, product substitutability and the nature of R&D on the economy output. The results suggest that comparing the efficiency between vertical and horizontal integration, the vertical integration firm will gain more economic efficiency if they have stronger R&D specification and higher product substitutability. While the market size becomes bigger, the benefit is further enhanced as a consequence. On the other hand, the horizontal integration firm will gain more economic efficiency if they have less R&D specification and lower product substitutability.

**Keywords:** Cournot Model, Vertical Integration, Horizontal Integration, Downstream R&D.

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## Towards the Similarity of the Countries in Terms of Business Cycle Synchronization and Income Level equalization – empirical analysis

**Mariusz Próchniak<sup>1\*</sup>, Michał Bernardelli<sup>2</sup>, Bartosz Witkowski<sup>3</sup>**  
<sup>1,2,3</sup> SGH Warsaw School of Economics, Poland

### Abstract

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According to the convergence hypothesis, less developed countries exhibit faster economic growth than more developed ones, that leads to the equalization of income levels between countries. This analysis uses Viterbi paths to assess Poland's similarity in relation to the other 27 EU countries, taking into account 12 macroeconomic variables. The growth rate of total real GDP and the level of GDP per capita at PPP are included to assess the degree of cyclical convergence and income level equalization. Other variables (inflation rate and the unemployment rate, GDP components, financial sector time series) allow for a broader assessment of the similarities of Poland against the EU27 group. One of the elements of novelty and originality is the inclusion of weighted averages that are used to aggregate individual states of the Viterbi paths, which gives more economically reliable results than averaging using the arithmetic mean. The study confirms, among others, the existence of economic divergence during the global crisis and strong nominal convergence of inflation rates between Poland and the EU27 group.

**Keywords:** Convergence, Catching Up, Hidden Markov Models, European Union, Viterbi Path.

**JEL:** C61, E32, O47, O52.

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## Impact of Local Data Smoothing Methods on the Identification of Business Cycle Turning Points via Hidden Markov Model

**Mariusz Próchniak<sup>1</sup>, Michał Bernardelli<sup>2</sup>, Bartosz Witkowski<sup>3</sup>**  
<sup>1,2,3</sup> SGH Warsaw School of Economics, Poland

### Abstract

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Hidden Markov modeling has proved to be an effective method of analyzing economic time series, like turning point identification, evaluation of business cycles synchronization or early warning signaling. The main advantages of this method are weak assumptions of applicability and ease of interpretation. However, due to the relative nature of the mechanism of turning points identification, some peaks or troughs of smaller amplitudes may be omitted in the face of changes of larger magnitude. In this paper, the parametrized method of proportional, local smoothing is presented. Depending on the smoothing parameter additional business cycle turning points approximation can be found. This kind of precomputing step allows improving the accuracy of the analysis performed with the use of the HMM approach. The concept of local smoothing was verified on the monthly industrial production time series with different length periods. The results of the research may be used as a contribution to the time series analysis, construction of composite indicators, or simply a time series pattern recognition, but most of all as a useful tool of the business cycle turning points identification.

**Keywords:** Hidden Markov Models, Viterbi Path, Turning Point Identification, Local Smoothing, Business Cycle.

JEL: C63, E32, E37.

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## Convergence Testing with the Use of a New Measure of Time Series Similarity

**Mariusz Próchniak<sup>1\*</sup>, Michal Bernardelli<sup>2</sup>, Bartosz Witkowski<sup>3</sup>**  
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Abstract

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Assessing the dependence between time series is the common dilemma, which is often solved by the use of Pearson's correlation coefficient. Unfortunately, sometimes the results may be badly misleading. There is, however, an alternative, new measure based on hidden Markov models and Viterbi paths, called HMM coefficient. The proposed method is in no way universal but seems to give quite an accurate image of the similarities between time series, by disclosing the periods of convergence and divergence. Advantages of this method are definitely: the weak assumptions of applicability, ease of interpretation of the results, the possibility of generalization, and high effectiveness in assessing the dependence of different time series of an economic nature. In this article, the HMM coefficient is used to determine periods of convergence and divergence among 28 EU countries, taking into account 12 macroeconomic variables. The empirical analysis was done on the example of Poland. Results are compared with the literature as well as with the results of another method based on Viterbi paths. For most of the real-life macroeconomic variables the global convergence where confirmed, with some local economic divergence during the global crisis.

**Keywords:** Convergence, Dependence Measure, Correlation, Hidden Markov Model, Viterbi Path.

**JEL:** C63, E24, C18.

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## Tourist Sites and Management in Jordan (from the Perspective of the Workers in These Sites)

**Mohammad Nayef Alsarayreh\***

Al-Balqa Applied University, Jordan

### Abstract

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The importance of this study emerges from highlighting, clarifying and drawing attention to the role of the touristic sector and specifically the management of touristic sites in Jordan, as tourism is one of the main supporters of the Jordanian economy. The study focuses on the problems facing the management of tourism sites in Jordan and the future vision towards investment, which provides equal opportunities, relies on self-efforts, and benefits from marketing and information in tourism. As the lack of access to infrastructure such as archaeological, religious, medical, cultural and recreational sites and to stadiums and sports facilities will lead to the loss of the Jordanian economy, therefore negatively affect the national income of the state. This study belongs to the exploratory analytical studies and adopts the method of collecting and analyzing data to reach the results. The population of the study comprised the workers in touristic sites in Jordan, the researchers have distributed 200 copies of the questionnaire, the returned copies were 160 and 20 copies were excluded. Therefore, the sample of the study of the composed of 140 individuals whose questionnaire copies were returned and used. The study concluded that there are problems in the methods of building tourism awareness towards the management of touristic sites in Jordan and the competitiveness of the sector. The study recommended providing touristic training courses for all workers in touristic sites in Jordan and granting them language courses.

**Keywords:** Management, Tourist Sites, Tourism, Heritage.

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## The Economic Analysis of Product Substitutability and the Degree of R&D Investments' Specificity on Horizontal Integration

**Yu-Chieh<sup>1\*</sup>, Shu-Yi Liao<sup>2</sup>**

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### Abstract

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This study is based on the Cournot oligopoly competition model, and carries out simulation from the perspective of firms pursuing profit maximization. Under the circumstances where the downstream firms have technological R&D, we build two economic models based on two different strategies, separation and horizontal integration, so as to discuss the economic benefits of horizontal integration carried out by the downstream firms. Three factors are added to the models, they are the market size, product substitutability and the degree of R&D investments' specificity, for the purposes of discussing these factors' economic benefits to integration. The results show that the downstream firms' economic benefits (profits) will increase after horizontal integration. The larger the product substitutability and the degree of R&D investments' specificity are, the higher the benefits of horizontal integration get, moreover, with growth of market size, the benefits expand more and more. This means that when firms who produce similar products are carrying out horizontal integration, if it is easier for the integrated subject's R&D technologies to be expanded to apply to different factories or production lines, then it is better for the integrated firms.

**Keywords:** Downstream R&D, Horizontal integration, Product substitutability, The degree of R&D investments' specificity.

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## Oil and Gas Industry: Evidence from the Russian Stock Market Before and After Crisis

**Darko Vukovic<sup>1\*</sup>, Svetlana Sofronova<sup>2</sup>**

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<sup>2</sup> National Research University Higher School of Economics, St. Petersburg School of Economics and Management, St. Petersburg, Russia

### Abstract

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This research is dedicated to the analysis of stock returns of oil and gas companies operating in the Russian Federation before, during and after the crisis of 2008. Based on the research, the risks of returns were evaluated and an effective frontier of the optimal portfolio was built. The paper reveals the topic of various methods of assessing the risk of return on stocks, depending on whether the returns are subject to the law of normal distribution. Different methods of risk assessment are also compared and based on the results; a decision is made to exclude insignificant companies from the optimal portfolio. In the process of the research the volatility of stock return, the connection between this volatility and oil price variability were investigated, the analysis of normal distribution of stock returns by several methods was carried out, the risk of returns was assessed and an optimal portfolio with different target characteristics was created. This study will be useful for investors studying time-varying effects, including the volatility of stock returns and their dependence on oil price volatility. This research will help to understand how the stock returns of Russia's and the world's largest oil and gas companies changed before, during and after the 2008 crisis comparing with changing of oil price, and also the research consists different ways of estimating risk of stock returns depending on their market position. On the basis of the obtained results it is possible to create a hedging strategy, which will not only prevent negative fluctuations of returns, but also will be a clear algorithm for action in the conditions of shock situations of the economy.

To be Continued...

To be Continued...

**Keywords:** Oil Prices, Crisis, Volatility Stocks, Risk of Return, Value at Risk, Dynamic Conditional Correlation.

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## **TRACK B: HEALTH AND MEDICINE STUDIES**





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## Martapura River Water Leads to Hepar Alteration in Rats

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<sup>4</sup> Public Health Department, Faculty of Medicine, Lambung Mangkurat University, South Kalimantan, Indonesia

### Abstract

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**Objective:** Martapura is an area in South Kalimantan, Indonesia that is passed by the Martapura River. This river has been polluted by various pollutants, triggering various organ disorders including hepar. To prove this, this research was conducted

**Subject and Methods:** The goal of this study to evaluate alteration macroscopic and microscopic of hepar rats. Design of this study was experimental laboratory with totally 32 research subjects of male rats (*Rattus novergicus*) divided into 2 groups, namely the group given aquades (control) and the group given river water (treatment) for 30 days. On the 31st day the rats were sacrificed and hepar organ were made histologically with HE staining, analyzed by microscope

**Results:** The results showed significant alteration of hepar size ( $p = 0.385$ ), increasing number of hepatocytus ( $p = 0.036$ ) and central vein ( $p = 0.000$ ) and also sign of inflammation process in treatment group (odem and congesty in parencim)

**Conclusion:** Administration of Martapura river water can cause alteration macroscopic and microscopic in rats hepar

**Keywords:** Martapura river water, Alteration, Hepar, Hepatocytus, Central Vein.

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## **TRACK C: SOCIAL SCIENCES & HUMANITIES**



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## The Future of Our Past : Issues and Tensions in Heritage Management of Indian Archipelago

**Banita Behera**

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Abstract

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The paper draws the Andaman Islands case studies to examine the challenges facing for conserving the cultural heritage of values embarking it in Museums and other national heritage. Some of them are from aristocratic society to the public domain has been a long ignored history. When the heritage began passing down from the cabinet to the reach of common people, it began to develop as an institution, meant for educational and academic purposes. UNESCO's report questioned why the Museums and other heritage sites of India are poor in terms of public interaction? Why the Museums do not meet the International standards? If the verdicts of National Museums of India are below International standard than who will survive the small regional Museums and heritages of small archipelago holding thousands of treasures in it? In this digital era there are so many Museums and heritage sites in our country which are unable to connect with the world through social media because of their geographical isolation; during such phases the young dynamic curators as a penchant adopts some unusual collaborations to represent for preservation of their heritage but behind that success lots of Intra-institutional collaborations were adopted to preserve the vanishing cultural heritage and make themselves as a custodian of the communities. Issues and tensions relating to the management of natural and cultural heritage also needs to highlight. When you're in such places where you are even not able to connect digitally and technologically how some mitigational strategies can be developed which may influence aspects that may be the future presenter of such heritage. With lot of cultural importance roughly among 300 islands, the Andaman Islands create very important and challenging role in the field of curatorship. And due to administrative apathy it becomes more enforcing to develop some new coping mechanisms to avoid the worst threat. It is time to convert the Callousness towards Museums and

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heritage into sensitivity to preserve the islands' history and its identity, and the influence of islandness on heritage management.

To be Continued...

To be Continued...

**Keywords:** Museum Anthropology, Cultural Heritage, Challenges, Ethnography, Mitigational Strategies, Collaboration, Andaman.

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## Cancer and Anthropology: A Multidisciplinary Approach to Today's Enigma

**Abhishikta Ghosh Roy**

Anthropological Survey of India, Ministry of Culture, Government of India

### Abstract

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An accentuated systems approach has been considered in Medical Anthropology with respect to theoretical and institutional methodologies to health, illness and healing. Marked changes in distribution, incidence and prevalence of disease, are all related to changes in life expectancy and living patterns, though the latter is related to globalization mainly, significantly among all types of diseases, non-communicable ones are rising with cancer predominating of all. According to WHO, by 2020, there is expected to be some 20 million new cancer cases worldwide. Anthropology has a major role to play in many aspects of cancer, which includes aetiology and protection, epidemiology and prognosis. Human beings are bestowed with a finest gift named culture, which is a significant tool to influence peoples understanding and acceptance of preventive measures. Social and cultural factors needs to be planned in such a manner so that it can be implemented for cancer control programmes ensuring success. Unadventurously, anthropology has pursued to assimilate the biological and physiological with cultural and social parameters. paying attention to the continuous cultural conformations of cancer that exist 'before cancer' will increase understanding of how the public health construction of 'cancer awareness' relates to everyday health practices such as symptom experience and health care seeking. In todays date when it is becoming more warning to fight cancer, anthropologists seek to answer to many questions pertaining to its growth and proliferation. The responsibility of a Medical Anthropologist lies in the fact to identify the causes and a better understanding of its prognosis, and if anthropologists come up with explanations, it can be a great measure for prognosis and thus the burden may be lowered and we can win over mortality. The present paper will seek to answer to all the above mentioned facts taking Breast Cancer research as model.



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To be Continued....

To be Continued....

***Keywords:*** Cancer, Epidemiology, Prognosis, Anthropology.

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## Preservice Teachers Perception toward Summative Assessment in Mathematics Class

**Assist. Prof. Chumaedi Sugihandardji<sup>1</sup>, Assist. Prof. Ahmad<sup>2</sup>**  
<sup>1,2</sup> Universitas Muhammadiyah Purwokerto, Indonesia

### Abstract

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This research was aimed to investigate the preservice teachers' perception toward summative assessment. A descriptive survey study was used in this study with subjects were a preservice teacher at the Mathematic Department of Faculty of Teacher Training and Education, Universitas Muhammadiyah Purwokerto. A closed questionnaire was used as the main instrument to gain the data of this research and analysis using descriptive statistics. The results of this study hopefully will affect the educational institution's awareness towards choosing an appropriate assessment for students and give a better insight on how to conduct a summative assessment as a guideline for teaching Mathematics.

***Keywords:*** Preservice, Teacher, Perception, Mathematics.

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## Indonesian National Education System: A Current Observation

**Assist. Prof. Ahmad\***

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Abstract

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Education is a major factor in human life that requires the development of an education system nationally, especially in Indonesia which is in accordance with the demands of the globalization era that can help the Indonesian government get out of a state of rising and falling education so that it can become the vanguard of national development. National education system development efforts are specifically reflected in government policies such as providing a means of legislation, increasing the education budget, and also completing various regulations issued to improve national education.

***Keywords:*** Education System, Indonesia.

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## **TRACK D: COMPUTER, ENGINEERING, TECHNOLOGY & APPLIED SCIENCES**

## Prediction and Recommender System Using Knowledge Discovery in Database. Case: Chatbots Services in a University

**Rianto, S.Kom., M.Eng.<sup>1\*</sup>, Muhammad Fachrie, S.T., M.Cs.<sup>2</sup>**  
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### Abstract

Indonesia has educational levels, namely primary, secondary and higher education (university). Higher education focuses on producing higher quality human resources. Every student in a university is accompanied by an academic supervisor to give recommendations and solutions if students have academic problems. However, other tasks of an academic supervisor often become obstacles for students to meet. The purpose of the research is to develop a tool that can play a role as an academic supervisor to provide predictions or recommendations. The tool called a chatbot that will serve students for 24 hours. The technique used for predictions and recommendations is Knowledge Discovery in Database (KDD). Data were analysed using the C4.5 algorithm to provide recommendations and predictions. Chatbots testing in predictions and recommendations uses the black box testing method by finding an error rate <5%. The results of the study are chatbots to provide academic predictions and recommendations for students based on exploration of academic information systems data at Universitas Teknologi Yogyakarta.

**Keywords:** Academic Problems, Knowledge Discovery in Database, Chatbot.

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## Software Process Improvement and Software Development Methodologies: A Roadmap

**Dr. Haroon Tarawneh\***

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### Abstract

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This research reviewed the current literature related to software process improvements and development methodologies. We suggested a simple model explains the relationship between software process improvement and development methodology. The suggested model focused on the current trend of development and software methodologies. The model based on the literature explains how software firms can benefit from software process improvement to enhance the quality of software quality.

***Keywords:*** Software Process, Software Development, Practices, CMMI

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## A Deep Learning Approach to Identifying Devices Based on the Smart Space Data for an AAL

**Mohammad Helal Uddin<sup>1</sup>, MD. Abdullah Al Zubayer<sup>2</sup>, Prof. Sang-  
Hyun Yang<sup>3\*</sup>**

<sup>1,2,3</sup>Department of Electronic Engineering, Kwangwoon University  
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### Abstract

In the era of data science and data revolution, it is important to reduce the dependency over devices as much as possible in the application level. By giving more focus on data and data analysis in the application level, it is possible to make more effective and more dependency less system for an AAL. Identifying or recognizing devices based on only smart space data is challenging. The deep learning algorithm multi-layer perceptron's (MLP) has proven that one of the most accurate and reliable algorithm and also self-learning system has a wide range of applicability and flexibility. We proposed a deep learning approach to identifying devices using smart space data for an AAL. We included a template alongside with the deep learning to make the system fast and to improve the accuracy level. Through the interaction of template, the proposed system has the ability to improve its identification ability by updating and adding new features and classes. So that if there is a new device in the smart space that means the system has no previous knowledge about this device, in that situation the system just needs an update of the template. As a result, the types of device that it can be identified become more and more. Besides identifying percentage is also gets high rate. The deep learning algorithm multi-layer perceptron's (MLP) is used for identifying the devices. The output from MLP is observed whether



it's a new class for the system or not. Also, the system observed whether it identifying the wrong devices. In both cases, the template provides the possible solution based on features and data. The proposed model has achieved significantly better identification performance with an average of 93% accuracy.

**Keywords:** AAL, Devices identifying system, Deep Learning, MLP, Template.

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## **FUTURE EVENT**

## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

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(EASIT-2020)”



**Date:** February 22-23, 2020

**Venue:** Hotel Mystays Ochanomizu Conference Center,  
Tokyo, Japan

**Submission Email:** [easit@gieas.org](mailto: easit@gieas.org)

**Abstract Submission Date:** February 05, 2020

**Full Paper Submission Date:** February 10, 2020

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**Date:** March 21-22, 2020

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**Submission Email:** [iteas@gieas.org](mailto:iteas@gieas.org)

**Abstract Submission Date:** February 25, 2020

**Full Paper Submission Date:** March 11, 2020

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

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## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

“Innovation Research in Manufacturing, Engineering Science  
& Technology Applications (MESTA-2020)”



**Date:** April 04-05, 2020

**Venue:** Regal Oriental Kowloon, Hong Kong

**Submission Email:** [mesta@gieas.org](mailto:mesta@gieas.org)

**Abstract Submission Date:** March 15, 2020

**Full Paper Submission Date:** March 20, 2020

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### Conference Main Tracks

- Fundamental and Applied Sciences
- Material Science and Engineering
- Electrical and Electronic Engineering
- Computer Engineering and Sciences
- Mechanical Engineering
- Biological Engineering
- Chemical Engineering
- Civil Engineering
- Environmental Engineering

For more details visit <https://gieas.org/>

## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

“Theoretical & Practical Implications in Engineering,  
Information Technology, and Applied Sciences  
(TPITA-2020)”



**Date:** June 14-15, 2020

**Venue:** Novotel London Waterloo Hotel, UK

**Submission Email:** [tpita@gieas.org](mailto:tpita@gieas.org)

**Abstract Submission Date:** May 15, 2020

**Full Paper Submission Date:** May 30, 2020

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### Conference Main Tracks

- Fundamental and Applied Sciences
- Material Science and Engineering
- Electrical and Electronic Engineering
- Computer Engineering and Sciences
- Mechanical Engineering
- Biological Engineering
- Chemical Engineering
- Civil Engineering
- Environmental Engineering

For more details visit <https://gieas.org/>

## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

“Engineering Challenges in IT, Design, Agriculture and  
Applied Sciences (EIDAS-2020)”



**Date:** June 20-21, 2020

**Venue:** Novotel Barcelona Sant Joan Despi, Spain

**Submission Email:** [idas@gieas.org](mailto:idas@gieas.org)

**Abstract Submission Date:** June 05, 2020

**Full Paper Submission Date:** June 10, 2020

**Selected conference papers will be published in special  
/regular issue of ISI/Scopus indexed journals associated  
with this conference.**

### Conference Main Tracks

- Fundamental and Applied Sciences
- Material Science and Engineering
- Electrical and Electronic Engineering
- Computer Engineering and Sciences
- Mechanical Engineering
- Biological Engineering
- Chemical Engineering
- Civil Engineering
- Environmental Engineering

For more details visit <https://gieas.org/>

## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

“Contemporary Issues in Engineering, Technology and  
Computer Sciences (CETCS-2020)”



**Date:** July 11-12, 2020

**Venue:** The Federal Kuala Lumpur Malaysia

**Submission Email:** [cetcs@gieas.org](mailto:cetcs@gieas.org)

**Abstract Submission Date:** June 25, 2020

**Full Paper Submission Date:** June 30, 2020

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### Conference Main Tracks

- Fundamental and Applied Sciences
- Material Science and Engineering
- Electrical and Electronic Engineering
- Computer Engineering and Sciences
- Mechanical Engineering
- Biological Engineering
- Chemical Engineering
- Civil Engineering
- Environmental Engineering

For more details visit <https://gieas.org/>



## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

“Recent Trends in Engineering, IT, BioTechnology &  
Agriculture Sciences (RTEIT-2020)”



**Date:** August 15-16, 2020

**Venue:** The Howard Plaza Hotel Taipei, Taiwan

**Submission Email:** [rteit@gieas.org](mailto:rteit@gieas.org)

**Abstract Submission Date:** July 20, 2020

**Full Paper Submission Date:** August 05, 2020

**Selected conference papers will be published in special  
/regular issue of ISI/Scopus indexed journals associated  
with this conference.**

### Conference Main Tracks

- Fundamental and Applied Sciences
- Material Science and Engineering
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- Computer Engineering and Sciences
- Mechanical Engineering
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- Environmental Engineering

For more details visit <https://gieas.org/>

## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

“Emerging Trends in Information Technology, Robotics ,  
Design, Engineering and Applied Science (ETITR-2020)”



**Date:** August 29-30, 2020

**Venue:** Leisure Inn Hotel Le Shu Shanghai, China

**Submission Email:** [etitr@gieas.org](mailto:etitr@gieas.org)

**Abstract Submission Date:** August 10, 2020

**Full Paper Submission Date:** August 14, 2020

**Selected conference papers will be published in special  
/regular issue of ISI/Scopus indexed journals associated  
with this conference.**

### Conference Main Tracks

- Fundamental and Applied Sciences
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For more details visit <https://gieas.org/>

# CSR



Environment

Charities

Public Health



Growth and  
Development

Sustainability



## **CSR Activity Conducted By Global Illuminators: Sport Activation for Children against Negative Impact of Internet & Technology**

In April 2016, Global Illuminators conducted Corporate Social Responsibility program together with Maestro and the Clover as Sport Facility Provider in Bandung, initiating an event with theme:



### **The Objectives of this event were:**

1. Media of education for parents and children to be aware of digital new era and its impact on children's life
2. Facilitate and promote futsal as one of the kinds of sports activation that can be alternative activity for children against the negative impact of internet
3. Social activity and charity engaging orphans to enjoy sports activities together with their friends
4. Corporate Social Responsibility of Company to contribute to the society especially to solve one of the social problems in Bandung.

**Highlights of CSR Activities are given below:**



## **Global Illuminators Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home**

Global Illuminators Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single parent children, their homes and activities aim to create a suitable environment to enable children to grow. They help to provide spiritual direction, education, and counselling for the children. Emphasis was given to fellowshiping and spending time with the children over refreshments, as well as presenting them with small gifts and the organizing of special entertainment programmes for the children such as a special game segment. One of the other highlights of the evening was the goodie bags distribution programme carried out by GI Social Sciences Forum

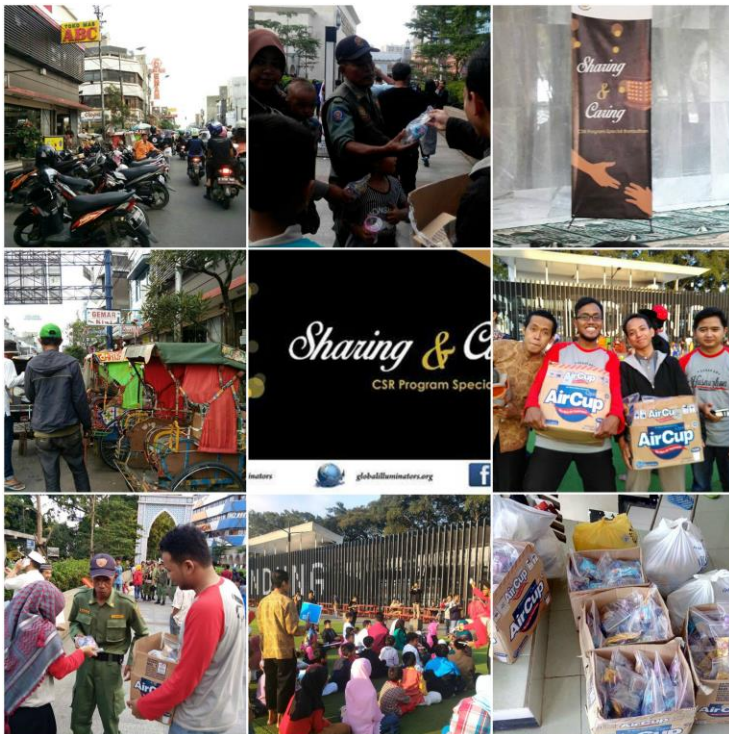




## **Global Illuminators Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children**

Global Illuminators Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphans, and dhuafa). GI Social Sciences Forum Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:







# **MISSION**

*Gieas is a platform to promote & encourage the latest advancement in Science, Engineering Technology & Applied Sciences for the betterment of human development*

## **International Conference on Process & Project Engineering, Information Technology, Applied Sciences**

### **Head Office (MALAYSIA)**

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