

**Proceedings of AUSSRE Annual International Conference
on Knowledge Management and Social Sciences Discipline
(KMSSD)**

Volume: 01, Issue: 03

**Sydney, Australia
December 04-05, 2017**



CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS KMSSD-2017

AUSSRE Annual International Conference on Knowledge
Management and Social Sciences Discipline
(KMSSD-DEC-2017)

Book of Abstracts Proceeding

AUSSRE Annual International Conference on Knowledge
Management and Social Sciences Discipline
(KMSSD-DEC-2017)
Sydney, Australia

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ISBN: 978-969-683-878-4

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**AUSSRE Annual International Conference on
Knowledge Management and Social Sciences
Discipline-KMSSD
Sydney, Australia
Venue: Rydges Camperdown, Sydney, Australia**

ORGANIZING COMMITTEE

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CONFERENCE CHAIR MESSAGE

Dr. Richard Yang

International Conference on “Knowledge Management and Social Sciences Discipline-KMSSD-2017” 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 challenges faced by our societies globally. 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.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. 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.

Thank you.

Dr. Richard Yang

Conference Chair

Email: richard@aussre.com

AUSSRE-2017

Conference Schedule

DAY 01 Monday (December 04, 2017)

Venue: Room 1

09:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:40 am	Opening Ceremony
09:40 am – 09:50 am	Welcome Remarks – Md Abdul Alim – Conference Coordinator AUSSRE
09:50 am – 09:55 am	Introduction of Participants
09:55 am – 10:00 am	Group Photo Session
10:00 am – 10:30 am	Grand Networking Session and Tea Break

DAY 01 Monday (December 04, 2017)

Session I (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Yang Lee Xiang

Track: Business, Economics, Social Sciences and Humanities

KMSSD-Dec-113	Gamification Approach in Education to Increase Learning Engagement	Siti Nurul Mahfuzah Mohamad
KMSSD-Dec-114	Incorporate Gamification in Massive Open Online Courses (MOOC) at Technical Education	Nur Syafiatun Safwana Sazali
KMSSD-Dec-115	Investigating Learning Styles for Adaptive MOOC Learning	Hasmaini binti Hashim
KMSSD-Dec-117	Environmental Sense among Malaysian Paddy farmers: Implementation of Green Fertilizer Technologies	Nadia Adnan
KMSSD-Dec-124	Ontology based Knowledge Management System of FrontCRM Framework for CRM Features Identification: Technique & Case Study in a Financial Technology Company	Eko K Budiardjo
MTSBR-127-ANI106	Water and Carbon footprint of Pizza Crust Wastage in India	Dr. Pingali Venugopal
MTSBR-127-ANI111	Drivers of Corporate Social Responsibility as Perceived by Employees in Organizations	Prof.Asha Bhatia
MTSBR-127-ANI113	The Quality of Life of Youth Suffering from Cerebral Palsy Temporarily Orphaned Due to Emigration of a Parent	Dr Anna Gagat Matuła
MTSBR-127-ANI114	Stress and Coping in Adolescents with Hearing Impairment	Anna Czyz

Lunch Break (12:00 pm – 01:00 pm)

(Closing Ceremony)

LIST OF CONFERENCE ATTENDEES

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will be attending the conference as delegates & observer.

Sr.no	Official ID	Name	Affiliation Details
1	MTSBR-127-ANI112A	Hayat Alzhrani	RMIT University, Melbourne, Australia
2	MTSBR-127-ANI115A	Albishi Lolwah Enazi	University of New England, Study Master of Business, Australia

DAY 02 Tuesday (December 05, 2017)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour.
The second day of the event is reserved for this memorable purpose.

**TRACK: BUSINESS, ECONOMICS, SOCIAL
SCIENCE & HUMANITIES**

Gamification Approach in Education to Increase Learning Engagement

Siti Nurul Mahfuzah Mohamad^{1*}, Nur Syafiatun Safwana Sazali², Mohd Azran Mohd Salleh³

Abstract The steps of the gamification approach in education to improve learning engagement are discussed in this paper. There are a few steps on the gamification approach that have been applied by several researchers in this era. The gamification method was used in this study, which contained game elements and game design methods in a non-game context. Six gamification categories for teaching and learning are briefly discussed in this paper: (i) Courses without online support; (ii) MOOC; (iii) Blended/ Flipped Learning; (iv) E-Learning Site; (v) Gamified Platform/ System; and (vi) Mobile Application. The proposed gamification approach in education can also be a guideline for other researchers. Results shows that most of the respondents prefer to get rewards during the learning process follow by level, avatar and points.

Keywords: Gamification Approach, Online Learning, Engagement, Gamification Categories

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Incorporate Gamification in Massive Open Online Courses (MOOC) at Technical Education

Nur Syafiatun Safwana Sazali^{1*}, Siti Nurul Mahfuzah Mohamad², Sazilah Salam³

Abstract Massive Open Online Course (MOOC) had been introduced few years ago to allow thousands of learners to join a course anytime and anywhere. Learners can get access to the learning content, watch videos from lecturers and do activities, as well as assessments provided by instructors. The importance of this study is to enhance learning through the gamification concept and to show that learners can enjoy learning as well as motivating them to participate in each activity provided by their lecturers. Findings show that 64.3% of respondents use MOOC for learning purposes. Most of the respondents agreed that game elements in MOOC provide more interactive activities. The popular game mechanic that respondents prefer are (i) Trophies; (ii) Level; (iii) Mission; (iv) Redeemable Points; (v) Rewards and (vi) Visual. The top ranks that respondents choose in game rules are (i) Challenge; (ii) Competition and (iii) Interaction.

Keywords: Gamification; MOOC; Engagement; E-Learning; Higher Education

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Investigating Learning Styles for Adaptive MOOC Learning

Hasmaini Hashim^{1*}, Sazilah Salam², Siti Nurul Mahfuzah Mohamad³

Abstract Learners' characteristics are important in all forms of online learning including MOOC learning. One of them is learning style that is a psychological factor, which causes learners to have a collection of preferences during a learning process. Previous studies reported that learning styles of learners from different disciplines have significant differences, and in some situations, their learning patterns can explain their academic achievement. Studies also recommended that teaching methods that match to learning styles increase students' retention ability, increase their satisfaction, and helped in their success. In this study, our aim is to investigate the learning styles dimension of students in MOOC learning, and propose a MOOC development model that is adaptive to learning styles. A mixed method approach was adopted in this study to investigate the learning styles dimension of students in MOOC learning based on Felder & Silverman Learning Style Model. Samples for the quantitative and qualitative studies were 50 and 20 students respectively. The interview consists of 14 questions and 11 students involved in the interview. The results from the survey analysis revealed that the highest dimension among the eight learning styles is visual learner 76% while the result from interview session is also confirmed visual (24.24). In order to propose a MOOC development model that is adaptive to students learning styles, a literature study was conducted. Results of the study revealed the preferred learning styles dimensions and patterns proposed suitable for an adaptive MOOC content development model.

Keywords: Learner Characteristics, Learning Styles, MOOC, Second Language

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Environmental Sense among Malaysian Paddy farmers: Implementation of Green Fertilizer Technologies

Nadia Adnan^{1*}, Imran Rahman², Shahrina Md Nordin³

Abstract Fertilizer is one of the critical contributions that is being used in order to improve agricultural productivity. Whilst, using Green fertilizer technology (GFT) is a means of improving the environmental concerns. Paddy production using GFT potentially allows for sustainable development and helps farmers to increase the yield in Malaysia. The application of GFT in the modern agricultural industry is highly needed for food security in many developing nations, including Malaysia. The Malaysian government focuses more on paddy over other essential crops for the implication of GFT because paddy has always been considered as the main commodity and the staple food crop for the country. However, the farmers' decisions to adopt an agricultural innovation depend on complex factors. In most parts of Malaysia, insufficiency of food is mainly due to poor fertiliser adoption by paddy farmers. Fertiliser adoption could improve the food ineffectiveness with the implementation of Green fertiliser Technology (GFT). The aim of this research study is to understand the paddy farmer's environmental awareness about GFT in Malaysia. Environmental awareness about GFT amongst paddy farmers could only be possible with proper communication channels. These include the emerging notion and awareness of the GFT's efficient way to increase the production amongst Malaysian paddy farmers. Finally, the outcome of this study will improve the understanding and success rate of GFT amongst Malaysian paddy farmers. For further research, the researchers will develop a model & undertake empirical investigation.

Keywords: GFT, Environmental sense, Food Security, Malaysia

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Ontology based Knowledge Management System of FrontCRM Framework for CRM Features Identification: Technique & Case Study in a Financial Technology Company

Eko K. Budiardjo^{1*}, Tria Sinta², Mokhammad F. Rokhman³

Abstract Rapid development in the financial technology drives the increasing numbers of new entrants. This yield the increase competition among those companies. Some strategic steps are needed to response such development. The organization ability to manage its customer and potential prospect becomes necessary. One of the expected solution is the existence of Customer Relationship Management (CRM) application. Adoption and implementation of Customer Relationship Management (CRM) is not merely a technological installation, but also emphasizing the application of customer-centric philosophy and culture. CRM adoption must begin at the level of business strategy, the only level that organizational changes are possible to be made. FrontCRM framework is developed to identify business processes related to CRM, which is based on the concept of strategic planning. This lead to processes and practices in every process area related to marketing, sales, and services. This framework is used to obtain the organization CRM features and map into the business processes associated with customer handling. Furthermore, those features will be validated to the user by using a questionnaire to obtain CRM features that correspond to the organization's business processes and to make sure the FrontCRM framework has been used optimally. The result of this research show that ontology based knowledge management system of FrontCRM is suitable for assisting in identifying best fitted CRM Features. The organization business processes are group into marketing and sales business processes. In marketing business process area there are 18 mandatory features, two optional features, and 1 alternative features, for the sales business process area, there are 18 mandatory features, one optional feature, and one feature alternative. CRM features are modelled in Cardinality Based Feature Model (CBFM).

Keywords: Customer Relationship Management (CRM), CRM Features, Cardinality Based Feature Model (CBFM), Framework based on Theory of CRM (FrontCRM), Ontology based Knowledge Management System

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Water and Carbon Footprint of Pizza Crust Wastage in India

Dr. Pingali Venugopal^{*}, Divya Saroja Chayanam²

Abstract Increased disposable income amongst middle class Indians has increased consumption and wastage of food. Food waste during consumption amounts to USD 500 million per annum in India. Sustainable Development Goal aims to reduce global food waste by 50%. Studies have shown that consumers, though aware of environmental issues, don't change behaviour that impacts their lifestyle. With the objective of changing behaviour of activities which doesn't impact their lifestyle, this paper aims to help individuals contribute to environment protection by highlighting the water and carbon footprint for the pizza outer crust (cornicione) wastage. The study estimates water and carbon footprint per month due to pizza crust waste per pizza consuming Indian would be 32.21 litres and 0.43 kg of CO₂ respectively.

Keywords: Environmental issues, Food waste, Pizza Consumption, India

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Drivers of Corporate Social Responsibility as Perceived by Employees in Organizations

Prof.Asha Bhatia^{1*}, Dr SNV Sivakumar², Ms Sivsanjna Rajan³

Abstract Corporate social responsibility (CSR) is a broad term used to describe a company's efforts to contribute towards the development of a society. The important stakeholders of any CSR program are the organization, its employees and the beneficiaries. Studies show that an organization with strong corporate social responsibility initiatives has an edge in the recruitment and retention of employees. The authors of this research paper have carried out an empirical study to understand the importance of certain parameters as significant drivers of an organization's CSR activities, as perceived by its employees. This has been achieved by conducting a survey of 350 respondents across various designations in diverse organizations. The responses are analysed to identify if there is significant difference in the mean ranking for each of the seven parameters namely vision and philosophy of the organisation increase in profits, enhancing the image, legal compliance, rising global standards, creating awareness and community pressure. To ensure that the objectives of the CSR activities are achieved, it is important for the organization's employees to have a comprehensive understanding of CSR as a term and its relevance to their organization. The study identifies drivers that the employees perceive and a few on which they do not have a clear understanding. Once the organizations are aware of the lacunae, they can plan measures to address any gaps in their employees' perceptions which will lead to enhanced productivity.

Keywords: Corporate Social Responsibility, Drivers, Perception, Human Resource Management

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The Quality of Life of Youth Suffering from Cerebral Palsy Temporarily Orphaned Due to Emigration of a Parent

Dr Anna Gagat Matuła^{1*}, Anna Czyż²

Abstract The article is concerned in the quality of life of youth suffering from cerebral palsy, who are temporarily orphaned due to the emigration of a parent. This article focuses mainly on quality of families members, of which, are the labour migrants perceived by youth suffering from cerebral palsy. The quantitative method was used in this study. In the study, the Satisfaction with Life Scale (SWLS) by Diener, adapted by Juczyński was used. The analysed group consisted of 50 persons (37 girls and 13 boys), aged 16 to 18 years, whose parents are labour migrants. The results indicate that the quality of life youth suffering from cerebral palsy who are temporarily orphaned is at a low and average level.

Keywords: Quality of Life, Migration, Cerebral Palsy, Family

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Stress and Coping in Adolescents with Hearing Impairment

Anna Czyż*

Abstract The purpose of the study was to determine the relation between strategies of coping stress and the variables: gender, age, the level of hearing impairment, type of hearing device. The research was embedded in the positivist paradigm of quantitative strategy. The study was conducted in 2017 in Poland. For analysis were used nonparametric statistics: ANOVA H by Kruskal – Wallis and U Mann – Whitney Test, which was used for post hoc analyses. The Sample consisted of young people with moderate to profound hearing impairment (N= 92, 43 male i 49 female), aged 16-19. For diagnostic purposes were used the following research tools: Mini – COPE – Inventory for Measuring Coping with Stress and PSS-10 The Perceived Stress Scale, in Polish adaptation. Result of research showed the relationship between: variable gender and strategy focused on Planning and Seeking Instrumental Support, variable age and strategy focused on Positive Revaluation and Cessation of Activities, variable type of prosthesis and strategy focused on Cessation of Activities, variable level of hearing loss a and strategy focused on Seeking Emotional Support, and also between variable age and factors Evasive Behaviour and Acceptance.

Keywords: Hearing Impairment, Deaf, Stress, Coping, Adolescence

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FUTURE EVENTS

You can find the Details regarding our future events by following below:

- 1. AUSSRE 2018 International Conference on Innovations in Economics Business Social Sciences and Humanities (IBSH-JAN-2018)**

<http://aussre.com/aussre-ibsh-2018-01/>

- 2. AUSSRE Annual International Conference on Interdisciplinary Social Sciences, Business Management and Sustainable Developments (ISBS-FEB-2018)**

<http://aussre.com/aussre-isbs-2018-02/>

- 3. AUSSRE 2018 International Conference on Social Sciences and Humanities: For Sustainability and better Services to Humanities (SHSS-MARCH-2018)**

<http://aussre.com/aussre-shss-2018-03/>

- 4. AUSSRE 2018 International Forum for Academic Research in Entrepreneurship and Social Sciences (ARES-APRIL-2018)**

<http://aussre.com/conferences/aussre-ares-2018-04/>



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