CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS
RSME-2018

Book of Abstracts Proceeding

AUSSRE Annual Global Convention on Recent Trends in Social Sciences, Management and Economics Research

(RSME-APRIL-2018)

Melbourne, Australia

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Proceedings of AUSSRE Annual Global Convention on
Recent Trends in Social Sciences, Management and
Economics Research

(RSME-APRIL-2018)


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# TABLE OF CONTENTS

**CONFERENCE CHAIR MESSAGE** .......................................................... VI

**CONFERENCE SCHEDULE** .................................................................. VII

**LIST OF CONFERENCE ATTENDEES** ........................................ IX

**TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCE & HUMANITIES** ....................................................................................... 11

1. **THE OCCUPATION HEALTH FOR ELDERLY EMPLOYMENT IN THE THAI AUTOMOTIVE INDUSTRY** ........................................ 12

2. **THE NON-TECHNICAL SKILLS OF ENTRY-LEVEL ACCOUNTANTS IN THE PUBLIC-SECTOR – A SOUTH AFRICAN INVESTIGATION** .............................................................. 13

3. **THE EFFECT OF INNOVATION SUCCESS FACTORS TOWARDS ORGANIZATIONAL PERFORMANCE IN AUTOMOTIVE INDUSTRY** ................................................................................... 14

4. **FEMALE LABOUR FORCE AND ECONOMIC GROWTH IN JAPAN: PREFECTURE PANEL DATA APPROACH** .................. 15

**TRACK B: ENGINEERING & TECHNOLOGY, COMPUTER, BASIC & APPLIED SCIENCES** ................................................................. 16

5. **EXAMINING THE POTENTIAL OF AUGMENTED REALITY TO IMPROVE HEALTH AND WELFARE OF ANIMALS HERDED USING VIRTUAL FENCING** .......................................................... 17

**FUTURE EVENTS** .............................................................................. 18

**CONTACT US** ..................................................................................... 19
AUSSRE Annual Global Convention on Recent Trends in Social Sciences, Management and Economics Research

Venue: Rydges on Swanston Melbourne 701 Swanston Street, Melbourne, VIC 3000

ORGANIZING COMMITTEE

1. Mr Seweryn

Conference Coordinator

2. Ming Zhao

Conference Coordinator

3. Dr Chyi Lin Lee

Conference Coordinator

4. Dr. Partha Gangopadhyay

Conference Coordinator
CONFERENCE CHAIR MESSAGE

Yang Lee Xiang

AUSSRE “Australian Society for Research Excellence 2018” 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.

Yang Lee Xiang
Conference Chair
Email: yang@aussre.com
AUSSRE-2018
**Conference Schedule**

**DAY 01 Saturday (April 14, 2018)**

**Venue: Room 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00 am – 09:10 am</td>
<td>Welcome Reception &amp; Registration</td>
</tr>
<tr>
<td>09:10 am – 09:20 am</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td>09:20 am – 09:30 am</td>
<td>Welcome Remarks –Conference Coordinator AUSSRE</td>
</tr>
<tr>
<td>09:30 am – 09:40 am</td>
<td>Introduction of Participants</td>
</tr>
<tr>
<td>09:40 am – 09:50 am</td>
<td>Group Photo Session</td>
</tr>
<tr>
<td>09:50 am – 10:00 am</td>
<td>Grand Networking Session and Tea Break</td>
</tr>
</tbody>
</table>
DAY 01 Saturday (April 14, 2018)
Session 1 (10:00 am – 11:30 am)
Venue: Room 1
Track A: Business, Economics, Social Sciences and Humanities

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Presenter</th>
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</thead>
<tbody>
<tr>
<td>RSME-APRIL-103</td>
<td>The Occupation Health for Elderly Employment in the Thai Automotive Industry</td>
<td>Pornrat Sadangharn</td>
</tr>
<tr>
<td>RSME-APRIL-110</td>
<td>The non-technical skills of entry-level accountants in the public-sector – a South African investigation</td>
<td>Barry Ackers</td>
</tr>
<tr>
<td>MLS-248-103</td>
<td>The Effect of Innovation Success Factors Towards Organizational Performance in Automotive Industry</td>
<td>Norshima Humaidi</td>
</tr>
<tr>
<td>MLS-248-104</td>
<td>Female Labour Force and Economic Growth in Japan: Prefecture Panel Data Approach</td>
<td>Keiji Hashimoto</td>
</tr>
</tbody>
</table>

Track B: Advanced Computing, Information Technology and Engineering

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<th>Code</th>
<th>Title</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>MLS-248-103</td>
<td>The Effect of Innovation Success Factors Towards Organizational Performance in Automotive Industry</td>
<td>Norshima Humaidi</td>
</tr>
</tbody>
</table>

Lunch Break (11:30 am – 12:30 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 & observers.

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Official ID</th>
<th>Name</th>
<th>Affiliation Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>RSME-APRIL-104A</td>
<td>Sharath Prakash</td>
<td>Andhra University, India</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chandra Javvaji</td>
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</tr>
</tbody>
</table>
DAY 02 Sunday (April 15, 2018)

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 A: BUSINESS, ECONOMICS, SOCIAL SCIENCE & HUMANITIES
The Occupation Health for Elderly Employment in the Thai Automotive Industry

Pornrat Sadangharn*

Abstract This research aimed at exploring the needs for occupational health of old-age employees in the automotive industry, the implementation of occupational health of employees in the automotive industry, and the development approach of occupational health employees in the automotive industry. Mixed-methods research was utilized. The findings from qualitative part revealed the needs for occupational health of old-age employees in the automotive industry which comprised of 1. promotion and maintenance of good physical and mental health, 2. prevention and protection old-age employees from dangerous at work, 3. placing appropriate work environment for old-age employees, and 4. adaptation appropriate work for old-age employees. Results from the survey showed that occupational health of old-age employees was implemented in the automotive industry at a quite high level. Prevention and protection old-age employees from dangerous at work was the highest score of implementation, then placing appropriate work environment for old-age employees, promotion and maintenance of good physical and mental health, consecutively. However, it found that the adaptation appropriate work for old-age employees was implemented at a quite low level. Therefore, it is suggested that all 4 aspects of occupational health of old-age employees, accordance to the research findings, should be implemented in the automotive industry, and the adaptation appropriate work for old-age employees should be the first priority of the implementation.

Keywords: Occupational health, Employing old-age workers, Automotive industry, Mixed–methods research

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The non-technical skills of entry-level accountants in the public-sector – a South African investigation

Fortunate Mashabela¹, Barry Ackers²*

Abstract The objective of this study was to identify the non-technical skills that accounting graduates should possess when appointed as entry-level accountants in the public-sector, from an employer’s perspective, and to identify the level at which employers rate their trainees during their first six months of appointment. A web link with a structured questionnaire was emailed to 225 employees holding positions of assistant audit manager, audit manager, senior audit manager and training officer, at the Office of the Auditor-General South Africa (AGSA). One Hundred and thirty-eight (138) responses were received and analysed using quantitative descriptive statistics. The study found that the most important non-technical skills for entry-level accountants are ethics and professional behaviour, time-management, teamwork, listening, verbal and written communication, IT, analytical/critical thinking, stress management, and multi-tasking. However, the study found that entry-level accountants were not sufficiently proficient in respect of ethics and professional behaviour, time-management, listening, communication, computer, presentation, self-management, interpersonal, analytical, negotiation, stress-management, problem-solving and multi-tasking skills. The research was confined to the AGSA. Thus, the results do not represent the perceptions of all the audit firms that are auditing South African government, entities and do not include perceptions of accounting graduates or newly appointed trainee accountants. Findings from this study can provide feedback to the students, universities, professional bodies and employers – to enable the continuous improvement in accounting education for undergraduate accounting programmes and the training of aspirant CA(SA)s. Studies investigating the skills of trainee accountants in South Africa are limited and very little has been published relating to the development of soft-skills in this environment, particularly in the public-sector. This study therefore addresses the gap in the literature, by conducting a perception-based survey of government auditing practitioners in South Africa. Keywords: Audit, Auditor-General South Africa, Chartered Accountant, Entry-level accountants, Fraud, Non-technical skills, Public-sector, Skills development.

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The Effect of Innovation Success Factors Towards Organizational Performance in Automotive Industry

Norshima Humaidi¹*, Melissa Shahrom², Quhratul Aini Abdullah³

Abstract Organizational performance is essential and necessary for every organization to properly create and sustain a healthy and effective results-oriented culture. In an economy increasingly driven by technological change, businesses need to stay abreast of the latest innovations to keep their competitive edge and access new market opportunities. Therefore, in order to excel in business, organizations must pay attention especially to their technology implementation process. This study aims to analyze the effect of technology innovation that contributes to the organizational performance. The innovation success model was adapted, which focus on three factors (technology selection, technology capability and technology management capability) and this study also added a successful technology implementation into the new framework. 131 questionnaires were distributed to 8 automotive companies in Shah Alam, Selangor. Based on the data analysis, the result shown that all the innovation success factors and successful technology implementation positively influence organizational performance. The technology capability is shown to be the strongest effect on the organizational performance among others. This study will hope to provide a guideline to the management of the automotive industry on how to improve their organizational performance through innovation.

Keywords: Innovation Success Factors, Organizational Performance, Technology Innovation, Automotive Industry

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Female Labour Force and Economic Growth in Japan: Prefecture Panel Data Approach

Keiji Hashimoto*

Abstract Demographic change due to aging population combined with the diminishing number of children is a serious problem in Japan, as well as other developed countries. At the same time, the shares of the people highly educated keep constantly increasing. As one of the concerning problems in the future, the number of people not working even though they were highly educated has been increasing. In this study, using the framework of Okun’s Law, the relationship between the number of people not working, classified by sex, age and education attainment and the economic growth is empirically investigated. The panel data on all 47 prefectures (1982-2012) for empirical estimation of Okun’s Law are from two main sources for population aged 15 and older (excludes those “in school”) and GDP: Employment Status Survey (Statistics Bureau of Japan) and Prefectural Economic Calculation Annual Report (Cabinet of Office, Government of Japan), respectively. Our estimating results show that there is a noticeable difference between men and women with higher education in the relationship with real per capita prefecture income growth. We argue that the main cause of such a difference is the point that the labor force participation rates of women become lower as the education attainments of them are higher.

Keywords: Japanese Economy, Demographic Change, Okun’s Law, Economic Growth, Panel Data

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TRACK B: ENGINEERING & TECHNOLOGY, COMPUTER, BASIC & APPLIED SCIENCES
Examining the Potential of Augmented Reality to Improve Health and Welfare of Animals Herded Using Virtual Fencing

Prof. Santhosh Simon PhD¹*, Ajith Prasad²

Abstract Setting up fences and fetching animals is a highly time consuming and labour intensive process. Virtual Fencing allows farmers to set up a controlled grazing environment. The technology requires animals to wear an Electronic Containment Device which receives the radio signals from the control centre. Whenever the animal approaches the virtual boundary, an audible alarm will be emitted by the device as a cue to avoid further progress towards the virtual fence which may result in a mild electric shock. Even though the technology is promising, there is limited information on how Virtual Fencing affects the behaviour and welfare of the animal. Augmented Reality devices helps to get feel of an imaginary environment augmented to the real one. Combining the Augmented Reality with Virtual Fencing may help to control and herd the animals with a proactive approach. The aim of this trial was to study the responses of an animal to Augmented Reality stimuli and evaluate the potential of Augmented Reality to improve the welfare of animals herded using Virtual Fencing. The Electronic Containment Device fitted to cattle was modified to incorporate some features of Augmented Reality.

Keywords: Potential, Augmented, Herded

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

http://aussre.com/conferences/esde-may-2018-05/

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Website:
http://aussre.com

In case of any query please feel free to contact at:

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