
2019 MDSG CONFERENCES BALI, INDONESIA

BALI, INDONESIA
12-14 JULY 2019



Malaysia Doctorate
Support Group



**Conference
Management**

Welcome to MDSG Conferences 2019

Dear Professor, Dr and distinguished delegates,

Welcome to the MDSG Conferences 2019 in Bali, Indonesia. On behalf of **Malaysia Doctorate Support Group**, I would like to thank all the Conference Chair, Program Chairs and the Technical Committees. Their high competence and professional advice enable us to prepare the high-quality program. For the participants, we hope all of you have a wonderful time at the conference and also in Bali, Indonesia.

We believe that by this excellent conference, you can get more opportunity for further communication with researchers and practitioners. For the conferences **AESERIC 2019 and ABTHIC 2019**, more than 25 submitted papers have been received and 12 papers have been accepted and published finally.

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

**Best Regards,
Thank you.**

Yours Sincerely,



Datin MZ Zainab
Director – Conference Management
Chairman, MDSG Conferences 2019 Bali, Indonesia

Message from MDSG Honorary Advisor

On behalf the Malaysia Doctorate Support Group, it is my privilege to welcome you to the Malaysia Doctorate Support Group Bali, Indonesia 2019. MDSG is an independent, non-political, non-governmental organization of distinguished scientists dedicated to advancing science around the world. We aim to help scientists and researchers to publish their findings in scientific journals and to promote and help to organize worldwide conferences. We believe that has no boundaries, regardless of the great distances between countries and continents. Thus, MDSG welcomes contributions from researchers from all concern irrespective to the race, colour, religion and nationality.

Best Regards



Prof. Dr. Abdel Rahman Mohammad Said Al Tawaha
Honorary Advisor
MDSG Conferences 2019 Bali, Indonesia

About Malaysia Doctorate Support Group

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

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

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

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



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www.malaysiadsg.org

www.academicconferencealert.com

ANNOUNCEMENT

All accepted papers will be published in:

- Active Scopus Indexed Journal
- International Journal of Recent Technology and Engineering (IJRTE) (TM) ISSN: 2277 -3878 (IJRTE JOURNAL)
- Journal of Mechanics of Continua and Mathematical Sciences (EISSN: 0973-8975) (ISSN: 2454-7190) or other ESCI Journal
- Advances in Environmental Biology (ISSN 1995-0756) or other Active ERA Journal.
- International Journal of Business Continuity and Risk Management (EISSN: 1758-2172) (ISSN: 1758-2164)
- Amazonia Investiga Journal (ISSN: 2322-6307) (ESCI Journal)
- International Journal of Asian Social Science (EISSN: 2224-4441 ISSN: 2226-5139) (ERA Journal)

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

KEYNOTE SPEAKER:



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



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

LIST OF THE CONFERENCE COMMITTEE

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Prof. Dr. Abdel Rahman Mohammad Said Al-Tawaha (Ph.D McGill University)

MDSG Conferences 2019 Bali, Indonesia, Chairman

Datin MZ Zainab

MDSG Conferences 2019 Bali, Indonesia, Academic Committee

Conference Chair

Prof. Dr. Abdel Rahman Mohammad Said Al-Tawaha (Ph.D McGill University)

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MDSG Conferences 2019 Bali, Indonesia, Organising Committee

Nurul Faezah Mohd Talib

Noor Hidayah Abdullah

Nurul Izzati Mohamad Zaini

Nur Shuhaibah Rosli

INSTRUCTION FOR ORAL PRESENTATION

Devices Provided by the Conference Organizer:

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

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation (Tentatively):

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

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

During registration:

Original Receipt

Representative / Pass Card with lanyard

Printed Program

Lunch Coupon

Participation Certificate (collected from Session Chair after the session)

Conference Bag



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**MDSG Conferences 2019 Bali, Indonesia
Conference Program**

July 12, 2019	Venue: Lobby	1000 - 1100	Registration	
July 13, 2019	Venue:	0830 – 0930	Opening Remarks	Opening Remarks & Keynote Speech
		0930 – 1000	Group Photo and Coffee Break	
	Venue:	1000 – 1230	Session 1	
	Venue:	1300 – 1400	Lunch	
	Venue:	1400 - 1600	Session 2	
July 14, 2019	Lobby hotel	0800 - 1200	Networking	

Session 1
 Time: 1000 - 1230
 Venue:
 Session Chair:



No	Paper ID	Presenter
1	003-bali	<p>Do Spanish and Portuguese SMEs Innovation Capacity Influence their Public Financial Support?</p> <p>Solomon Gyamfi, Jan Stejskal, Viktor Prokop, Petr Hajek</p> <p><i>University of Pardubice, Czech Republic, Europe</i></p>
2	009-bali	<p>Photovoltaic (PV) Power Output Prediction Using LSTM Based Deep Learning</p> <p>Kwanho Kim, Donghun Lee</p> <p><i>Incheon National University, South Korea</i></p>
3	004-bali	<p>External Knowledge Sources for the SMEs' Environmental Innovations</p> <p>Michaela Striteska, Viktor Prokop, Jan Stejskal, Petr Hajek</p> <p><i>University of Pardubice, Czech Republic</i></p>
4	002-bali	<p>Assessing the impact of website design on purchase intent: A Case Study on Go Shop</p> <p>Siti Zaleha Sahak, Mohd Firzan Mohd Fauzi, Faridah Md Darus, Umizi Muhammad</p> <p><i>Universiti Teknologi MARA, Malaysia</i></p>
5	005-bali	<p>Does firms' competitions spur innovations? Exploratory Evidence From SMEs and Large Firms in a Transition Economy</p> <p>Samuel Amponsah Odei, Jan Stejskal, Viktor Prokop, Petr Hajek</p> <p><i>University of Pardubice, Czech Republic, Europe</i></p>
6	007-bali	<p>Prioritization of Consumer Based Brand Value Dimensions by AHS Method: A Research on Shampoo Brands</p> <p>Aziz Öztürk</p> <p><i>Selcuk University, Konya, Turkey</i></p>

Conference Venue



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No 328 Legian Kelod Kuta, Jl. Legian Kaja, Legian, Kuta,
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Conference Secretariat Contact:

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Note



Malaysia Doctorate Support Group

List of Abstract

No	Paper	Abstract
1	002-bali	<p>Assessing the impact of website design on purchase intent: A Case Study on Go Shop</p> <p>Siti Zaleha Sahak¹, Mohd Firzan Mohd Fauzi², Faridah Md Darus³, Umizi Muhammad⁴</p> <p><i>^{1,2,3,4}Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Malaysia</i></p> <p>Abstract: Go Shop is considered as one of the recent contenders in the Malaysian e-commerce market, a growing competitive industry. A review of the literature ascertained that online stores' website design quality is very important to attract customers. Based on the technology acceptance model, perceived ease of use, perceived usefulness, and perceived enjoyment of the website design were examined in this study to predict the customers' purchase intention at Go Shop. A structured survey was used in this study and the respondents to the survey were working adults who were also part-time postgraduate students at one of the public universities in Malaysia. The survey was carried out at the computer lab of the Graduate Business School. A nonprobability sampling technique was utilized, and a total of 43 responses were gathered. The results of the multiple regression analysis indicated that the respondents' purchase intention was significantly influenced by the website's perceived usefulness and perceived ease of use. However, perceived enjoyment was not a significant predictor of purchase intent. The managerial implications of the findings were discussed, followed by the suggestions for future research.</p>
2	003-bali	<p>Do Spanish and Portuguese SMEs Innovation Capacity Influence their Public Financial Support?</p> <p>Solomon Gyamfi¹, Jan Stejskal¹, Viktor Prokop², Petr Hajek²</p> <p><i>^{1,2}University of Pardubice, Faculty of Economics and Administration, Pardubice, Czech Republic, Europe</i></p> <p><i>¹solomon.gyamfi@upce.cz; jan.stejskal@upce.cz</i></p> <p><i>²viktor.prokop@upce.cz; petr.hajek@upce.cz</i></p> <p>Abstract: Public sector support for innovation has received enormous scrutiny. SMEs receive a great deal of support from the European Union mainly due to their huge economic importance (about 99% of the enterprise in EU are all SMEs). In Portugal and Spain like the whole of Europe, SMEs play major role in the whole economy. An increasing worry however has been the</p>

		<p>financial constraint these SMEs face despite their major contribution to economic growth, radical innovation propensity and offering employment opportunities for people. As a result of this, the research seeks to access the kind of public sector support innovative SMEs Portugal and Spain attract for their innovative activities. To be able to access this, logistics regression model was used employing data from the community innovative survey from 2012 – 2014. Our empirical results indicate that SMEs’ innovative capacities helps to attract public financial support from the government and EU funds.</p>
3	004-bali	<p>External Knowledge Sources for the SMEs’ Environmental Innovations</p> <p>Michaela Striteska¹, Viktor Prokop¹, Jan Stejskal², Petr Hajek²</p> <p><i>^{1,2}Faculty of Economics and Administration, University of Pardubice, Czech Republic</i> ¹<i>michaela.striteska@upce.cz; viktor.prokop@upce.cz</i> ²<i>jan.stejskal@upce.cz; petr.hajek@upce.cz</i></p> <p>Abstract: The rapidly deteriorating quality of environment raises the need for innovation that reduce the environmental impact of economic activity. Since SMEs are considered as backbone of EU economy, they should play a crucial role in reduction of negative environmental impacts. The current empirical evidence show that environmental innovations require more external sources of knowledge/information, even more for SMEs. The main aim of the paper is to examine the importance of external sources of knowledge for environmental innovative SMEs with respect to non-environmental innovators and type of innovation. In total, we analyse 6,638 SMEs from Portugal which significantly improved its position in the European Environmental Scoreboard over the past years and risen above the EU average. Our empirical analyses show that cooperation can positively contribute to the environmental innovation development. Most importantly, we investigate what type of cooperation is relevant for different types of environmental innovations. We show that cooperation with suppliers and customers from private sector is more significant in the process of environmental innovations creation than cooperation with universities or government. In the last part, we propose some practical implications.</p>
4	005-bali	<p>Does firms’ competitions spur innovations? Exploratory Evidence From SMEs and Large Firms in a Transition Economy</p> <p>Samuel Amponsah Odei¹, Jan Stejskal¹, Viktor Prokop², Petr Hajek²</p> <p><i>^{1,2}University of Pardubice, Faculty of Economics and Administration, Pardubice, Czech Republic, Europe</i> ¹<i>samuelsamponsah.odei@upce.cz; jan.stejskal@upce.cz</i> ²<i>viktor.prokop@upce.cz; petr.hajek@upce.cz</i></p> <p>Abstract: It is widely acknowledged that firms’ competitions significantly stimulate their innovations. In this paper we investigate this assertion by examining the causal relationship between firms’ competitions and its influences on product innovations. To fulfil this aim, we used data from the Eurostat community innovations Survey conducted between 2012 and 2014 and the logistic regression model. Our results show that SMEs product innovations were significantly influenced by their competitions in both domestic and foreign markets as well as competitors from within the market</p>

		<p>environment. Contrary, we find that for large firms, competing in both national and local markets and competitions from market rivals do not drive product innovations.</p>
5	007-bali	<p>Prioritization of Consumer Based Brand Value Dimensions by AHS Method: A Research on Shampoo Brands</p> <p>Aziz Öztürk</p> <p><i>Beysehir Ali Akkanat Faculty of Business, Selcuk University, Konya, Turkey</i></p> <p>Abstract: In this study, brand value was measured with a customer based perspective and evaluations were made accordingly. For this purpose, the most important dimensions of brand value (Perceived Quality, Brand Awareness, Brand Image and Brand Loyalty) were investigated with a customerbased perspective. Analytical Hierarchy Process (AHP) method was used to measure the brand value. The most important advantage of this method is that it allows to make comparisons between the elements that are not directly measured, and that it allows the ordering of intangible measures such as consumer sentiments or purchasing intentions. Although there are studies on brand value measurement in various sectors in the literature, no customer-based brand value measurement study for shampoo product brands is found. Thus, a study on the brand value of shampoo product was conducted. With the data obtained from the questionnaire applied to 120 students studying in Beyşehir Faculty of Business, the priority values of the dimensions and subdimensions that make up the brand value were calculated. According to the findings of AHS analysis, the contribution levels of the brand value dimensions in the formation of the total brand value were observed as Brand Image (0,593), Brand Awareness (0,233), Perceived Quality (0,129) and Brand Loyalty (0,045).</p>
6	009-bali	<p>Photovoltaic (PV) Power Output Prediction Using LSTM Based Deep Learning</p> <p>Kwanho Kim ^{*1}, Donghun Lee ²</p> <p>¹ <i>Dept. of Industrial Management and Engineering, Incheon National University, South Korea.</i></p> <p>² <i>Dept. of Industrial Management and Engineering, Incheon National University, South Korea.</i></p> <p>Abstract: Background: The photovoltaic (PV) power output prediction become a very important research topic for overall planning of PV facility systems. In particular, accurate PV power output in a peak zone prediction is important for PV operators who profit by selling electricity obtained from a PV supply operation system. However, prediction of PV power output in a peak zone without meteorological information is considered as a challenging problem since meteorological factors are difficult to determine for a specific area and dynamic, and undergo random changes both in a day and across days. Objective: Therefore, in this paper, we propose a long short term memory (LSTM) based model. The proposed model is aimed at understanding the hidden sequence patterns that correlate historical PV power outputs in a peak zone and their preceding information for precise PV power output in a peak zone prediction. Results: The experiment results demonstrate that the</p>

		proposed models show more than 10% better performance compared to the conventional models. Conclusion: LSTM based deep learning model is effective to predict PV power, and more sophisticated methods are needed to be developed for further improvements.
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