

# IPN-ARC Conference 2023



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*Conference Program  
& Abstract*



## IPN-ARC Conferences

# Melaka, Malaysia

08-10 March 2023



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# IPN - ARC Conference 2023

MRLAKA, MALAYSIA

08-10 MARCH 2023



# Welcome to IPN-ARC Conferences 2023

**Dear Professor, Dr and distinguished delegates,**

Welcome to the IPN Conferences and ARC Conference 2023 in Melaka, Malaysia. On behalf of **IPN Education Group Conference Management (IPN) and AAN Research Center (ARC)**, 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 programs. For the participants, we hope all of you have a wonderful time at the conference and also in Melaka.

We believe that by this excellent conference, you can get more opportunities for further communication with researchers and practitioners. For the **AEBERIC 2023, CRIMSTIC 2023 and SOSEHUM 2023** more than 35 submitted papers have been received and 10 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,



Dato' Syed Azuan Syed Ahmad, DIMP  
Director of Conference Management  
IPN Education Group Conference Management

# Message from IPN Honorary Advisor

On behalf the IPN Education Group Conference Management (IPN), it is my privilege to welcome you to the IPN Conference. IPN 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 IPN welcomes contributions from researchers from all concern irrespective to the race, colour, religion and nationality.

Best Regards



**Prof. Dr. Hany El-Mesiry**  
Advisor of IPN Education Group Conference Management

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# About IPN Education Group Conference Management

IPN Education Group Conference Management, we perceive the process of discovery as a creative and rigorous endeavor. We encourage such exploration by supporting the research and development of ideas, solutions, and applications to benefit our community. IPN Education Group Conference Management strives to inspire students and academic staff to share and serve in the educational field. The IPN Education Group Conference Management at ASEAN Academic Network aims to promote the enjoyment of learning and publishing research. ASEAN community values learning and research at all levels. A dynamic range of conferences, workshops, and programs related to research in all disciplines exists to supplement this research center's ongoing development.



[www.ipneducationgroup.org](http://www.ipneducationgroup.org)  
<http://ipnconference.weebly.com/>

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# ANNOUNCEMENT

All accepted papers will be published in International Referred Journal indexed in MyCITE, Crossref, Google Scholar etc.

Selected papers subject to reviewers' comments will be invited for submission to the Scopus / WOS-ESCI Indexed journals with extra publication fee.

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. BALASUNDRAM MANIAM**

Sam Houston State University  
United State of America (USA)

# LIST OF THE CONFERENCE COMMITTEE

## **IPN-ARC Conferences 2023, Honorary Advisor**

Prof. Dr. Hany El-Mesiry, Jiangsu University, China

## **IPN-ARC Conferences 2023, Academic Committee**

### ***Conference Chair***

Prof. Dr. Hany El-Mesiry, Jiangsu University, China

### ***Reviewers/Technical Committee***

- Prof. Dr. Cesar Demayo, Mindano State University, PHILIPPINES
- Prof. Dr. Makhmud Kharun, RUDN University, RUSSIA
- Prof. Dr. Kei Eguchi, Fukuoka Institute of Technology, JAPAN
- Assoc. Prof. Dr. Napat Watjanatepin, Rajamangala University of Technology Suvarnabhumi, THAILAND
- Assoc. Prof. Dr. Nor 'Adha Abdul Hamid, Kolej Universiti Islam Antarabangsa Selangor, MALAYSIA
- Assoc. Prof. Dr. Cordulo P. Ascaño II, Mindanao University of Science and Technology, PHILIPPINES

## **IPN-ARC Conferences 2023, Malaysia, Organising Committee**

Nurul Faezah binti Mohd Talib



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# 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

Participation Certificate (collected from Session Chair after the session)



**IPN - ARC Conferences 2023**  
**08-10 March 2023**  
**Melaka, Malaysia**

<b>March 08, 2023</b>	Venue:	1000 - 1200	Registration	
<b>March 09, 2023</b>	Venue:	0830 – 0845	Opening Remarks	<b>Opening Remarks</b>
		0845 – 1000	Plenary Speech 1	<b>Keynote Speaker</b>
		1000 – 1030	Group Photo and Coffee Break	
	Venue:	1030 – 1230	Session 1	
	Venue:	1230 – 1400	Lunch	
	Venue:	1400 – 1600	Session 2	
<b>March 10, 2023</b>	Lobby hotel	0800 - 1200	Networking	

Session 1  
Time:  
Venue:  
Session Chair:



No	Paper ID	Presenter
1	005-aeberic	<p><b>Industry 4.0: The Financial and Social Costs of Autonomous Manufacturing</b></p> <p>Sebastien Legrand, <b>Balasundram Maniam</b></p> <p><i>Sam Houston State University, USA</i></p>
2	001-aeberic	<p><b>Regional Integration and Trade Promotion: The Case of the Economic Community of West African States (ECOWAS)</b></p> <p><b>Samuel K Andoh</b>, James Thorson, Yilma Gebremariam</p> <p><i>Southern Connecticut State University, USA</i></p>
3	001-crimstic	<p><b>Anti Tuberculosis Nanodelivery Formulation Based on Magnesium Layered Hydroxide/Pyrazinamide Intercalated Compound</b></p> <p><b>Mohd Zobir Hussein</b></p> <p><i>Institute of Nanoscience and Nanotechnology (ION2), Universiti Putra Malaysia, Malaysia</i></p>
4	001-sosehum	<p><b>Metadiscourse within a discipline: A study of introductions in marketing journal articles</b></p> <p><b>Loi Chek Kim</b>, Chen Jung Ku @ Nur Alliyah Ku, Soon Chiow Thai, Lau Yoke Lian</p> <p><i>Universiti Malaysia Sabah, malaysia</i></p>
5	004-aeberic	<p><b>Female Entrepreneurs in Africa: Ethiopia, Uganda, Ivory Coast, &amp; Ghana</b></p> <p><b>James Thorson</b>, Samuel K Andoh, Yilma Gebremariam</p> <p><i>Southern Connecticut State University, USA</i></p>
6	004-sosehum	<p><b>The Changes of Land Use Land Cover (LULC) in Sabah, Malaysia</b></p> <p><b>Ang Kean Hua</b></p> <p><i>Universiti Malaysia Sabah, Malaysia</i></p>

Session 2

Time:

Venue:

Session Chair:



No	Paper ID	Presenter
1	002-sosehum	<p><b>Another Form of Art Education: Constructivism</b></p> <p><b>Jiadong Jiang</b></p> <p><i>Harbin Normal University, Harbin</i></p>
2	003-sosehum	<p><b>The Korean War and General MacArthur's Firing</b></p> <p><b>Michael Cho</b></p> <p><i>Xavier High School, New York, NY, USA</i></p>
3	002-aeberic	<p><b>Ascribing factors of Financial Literacy: An Evidential Study of Tamil Nadu and Karnataka</b></p> <p><b>Nagarajan S, S Murugappan</b></p> <p><i>Bannari Amman Institute of Technology, Tamilnadu, India</i></p>
4	003-aeberic	<p><b>Financial Exclusion: Evolution and Development of Entrepreneurship and Microfinance in India</b></p> <p>Ishita Choudhary, Chirag Vashisht, Anshika Bansal, <b>Eva Kaushik</b></p> <p><i>Dr. Akhilesh Das Gupta Institute of Technology &amp; Management, India</i></p>

## Conference Venue



### **Bayview Hotel Melaka**

Jalan Bendahara, Kampung Bukit China,  
75100 Melaka

### **Conference Secretariat Contact:**

**IPN Education Group Conference Management**

**No. 62, Suasana Damai**

**Bandar Darulaman**

**06000 Jitra, Kedah, Malaysia**

Programme website:  
[www.ipneducationgroup.org](http://www.ipneducationgroup.org)

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# Note



## List of Abstract

No	Paper ID	Presenter
1	001-aeberic	<p><b>Regional Integration and Trade Promotion: The Case of the Economic Community of West African States (ECOWAS)</b></p> <p><b>Samuel K Andoh, James Thorson, Yilma Gebremariam</b></p> <p><i>Southern Connecticut State University, USA</i></p> <p><b>Abstract:</b> In 1975, the 15 countries that comprise the Economic Community of West Africa States (ECOWAS) formalized a trade agreement to integrate their economies to make it easier for them to trade with each other and thus promote economic growth and development. Since then, the evidence suggests that intra-regional trade has not changed much. Trade data indicate that over 90 percent of exports from the region still go out of the region. This paper examines some of the factors that account for the inertia in promoting intra-regional trade using a modified version of the gravity equation.</p>
2	004-aeberic	<p><b>Female Entrepreneurs in Africa: Ethiopia, Uganda, Ivory Coast, &amp; Ghana</b></p> <p><b>James Thorson, Samuel K Andoh, Yilma Gebremariam</b></p> <p><i>Southern Connecticut State University, USA</i></p> <p><b>Abstract:</b> The paper examines constraints faced by women-owned businesses in Ethiopia, Uganda, Ghana and Ivory Coast. All four countries have recently posted impressive economic growth rates. In all countries, women participate actively in the informal sectors and increasingly, also in the formal sectors of the economies as well. Nonetheless, there is still an untapped potential that could be made by women but which are not being realized because of institutional and social obstacles. Some of these obstacles are cultural or traditional and assign certain roles women which may not necessarily make them as productive as they could. If these barriers were removed or minimized, the contribution of women could be substantial. The paper addresses one such barrier, women's access to credit with a view to identifying some of the constraints women may face because of their gender. Traditionally, in many African societies, women have not had as much interaction with the formal sectors of the economy as men. In part, this is because women were less likely to have been formally educated. Since interaction with modern financial systems required some minimum education, women tended to avoid them or dealt with them minimally. Yet, in many of these same countries, many of the small businesses are owned by women. These are business which, if they could have the needed financing, could expand, exploit untapped</p>

		economies of scale and contribute significantly to employment and economic growth. Understanding why women face obstacles to accessing financing is therefore an important step in helping the economy grow. Many women in these countries are engaged in what is often referred to as “petty trading”; preparing and selling food, sewing and dyeing clothing, hair dressing, and creating handicrafts. These activities are basically at subsistence levels, leaving little or no room for the accumulation of capital and the expansion of businesses. With no access to financial resources, information or better technology, their contribution to the economic growth continues to languish.
3	005-aeberic	<p><b>Industry 4.0: The Financial and Social Costs of Autonomous Manufacturing</b></p> <p>Sebastien Legrand, <b>Balasundram Maniam</b></p> <p><i>Sam Houston State University</i></p> <p><b>Abstract:</b> The manufacturing industry continues to be a key market indicator that determines the health of the global economy. The emergence of the Fourth Industrial Revolution has tasked manufacturing firms with the challenge of understanding how the digitization process, transformation of their organizational structures, and enhancing productivity will advance their manufacturing and production processes. This paper investigates the key aspects of the Fourth Industrial Revolution, how firms must pivot to this new manufacturing ideology of digitization, and the social and economic implications of technological advances in the manufacturing process.</p>
4	001-crimstic	<p><b>Anti Tuberculosis Nanodelivery Formulation Based on Magnesium Layered Hydroxide/Pyrazinamide Intercalated Compound</b></p> <p><b>Mohd Zobir Hussein</b></p> <p><i>Institute of Nanoscience and Nanotechnology (ION2), Universiti Putra Malaysia, 43400UPM, Serdang, Selangor, Malaysia.</i></p> <p><b>Abstract:</b> Nanodrug delivery systems with controlled release properties are currently the key research areas in biomedical nanotechnology or nanomedicine. Here, we report the development of biodegradable magnesium layered hydroxide (MgLH) based nanodelivery systems using magnesium oxide (MgO) as the precursor by the co-precipitation method. The designed nanocarrier does not contain any trivalent metal ions, which are most commonly used for the synthesis of layered double hydroxides (LDHs). The designed delivery system was characterized in detail using X ray diffraction (XRD), Fourier transform infrared (FTIR) spectroscopy, Thermogravimetric analysis (TGA), Transmission electron microscopy (TEM) and inductively coupled plasma (ICP) analyses. The anti tuberculosis (anti TB) drug pyrazinamide (PZA) was successfully intercalated into interlayer galleries of MgLH, resulting in the formation of the nanocomposite, PZA MgLH, having an average size of about <math>107 \pm 24</math> nm with a uniform circular shape. The in vitro release of PZA in a human body simulated phosphate buffer saline (PBS) solution was found to be sustained (i.e., almost 66 h) and governed by the pseudo second-order kinetic model. The nanodelivery system was found to be highly biocompatible with human normal lung cells (MRC 5) and with 3T3 fibroblast cells as controls for 24 and 48 h. The nanocomposite showed good anti tuberculosis activity against Mycobacterium tuberculosis and both the PZA MgLH nanocomposite and its released free drug PZA showed antibacterial activity against tested Gram positive and Gram negative bacteria with percentage inhibition ranging from 5.6 to 68% against <i>S. aureus</i>, <i>E. coli</i>, and <i>P. aeruginosa</i> for the PZA free drug, and 32% to 32.5% against <i>E. coli</i> for the PZA MgLH nanocomposite. In summary, the present results provide significant</p>



		evidence that the designed nanodelivery system can be used for the delivery of PZA and, thus, should be investigated further for a wide range of anti TB applications.
5	001-sosehum	<p><b>Metadiscourse within a discipline: A study of introductions in marketing journal articles</b></p> <p><b>Loi Chek Kim<sup>1*</sup></b>, Chen Jung Ku @ Nur Alliyah Ku<sup>1</sup>, Soon Chiow Thai<sup>2</sup>, Lau Yoke Lian<sup>2</sup></p> <p><i><sup>1</sup> Pusat Penataran Ilmu dan Bahasa, Universiti Malaysia Sabah, Kampus Antarabangsa Labuan, 87000 Labuan, Wilayah Persekutuan Labuan, Malaysia</i>  <i><sup>2</sup> Pusat Penataran Ilmu dan Bahasa, Universiti Malaysia Sabah, Jalan UMS, 88400 Kota Kinabalu, Malaysia</i></p> <p><b>Abstract:</b> The present study examines the use of metadiscourse in the introductions of marketing research articles. The corpus for this study comprises 40 introductions of research articles. Hyland's (2004) model of metadiscourse has been employed as the analytical framework for the present study. The use of the different types of interactive and interactional metadiscourse in the set of introductions is looked at in addition to the use of the metadiscourse to realise the different communicative purposes in the introductions. The study is both quantitative and qualitative. Among other findings, the introductions are found to employ more interactive than interactional forms (average density of 0.78 vs. 0.52) that is the former is 1.5 times higher in number than the latter. In the interactive form of metadiscourse, evidentials (64.5% of all interactive uses) were the most frequent metadiscourse used in the introductions. The findings of the present study provide some insights into the teaching and learning of academic English writing for ESL (English as a Second Language) students.</p>
6	004-sosehum	<p><b>The Changes of Land Use Land Cover (LULC) in Sabah, Malaysia</b></p> <p><b>Ang Kean Hua</b></p> <p><i>Geography Programme, Faculty of Social Sciences and Humanities, Universiti Malaysia Sabah (UMS), 88400 Kota Kinabalu, Sabah, Malaysia.</i></p> <p><b>Abstract:</b> This study focus on the land use land cover (LULC) changes in Kota Kinabalu city, Sabah Malaysia, in 1990 to 2020. The main objective of this study is: (1) to classify the land use land cover (LULC) in Kota Kinabalu, Sabah; and (2) to determine the changes of LULC occur in the Kota Kinabalu, Sabah. Four feature classes had been set up namely built up area (BUA), vegetation area (VA), water bodies (WB) and open space area (OSA). Satellite imageries data are obtain from USGS Earth Explorer for Landsat 5 TM for 1990 and Landsat 8 OLI/TIRS for 2020. The integration of GIS and RS are applied to carry out the analysis of LULC. The result indicates significantly positive increase in cover area for BUA and WB, while VA and OSA are decrease. This study through LULC changes techniques proved that increase in population either through local-birth or migration will lead to an expansion of urban development, which indirectly enhance the pollution and develop possibility degradation of environmental health quality. Lastly, this study proves that integration of RS and GIS technologies provide an effective tool for urban planning and management.</p>