

IPN-ARC Conference 2023



*Conference Program
& Abstract*



IPN-ARC Conferences

Phuket, Thailand

15-17 March 2023





IPN - ARC Conference 2023

PHUKET, THAILAND

15-17 MARCH 2023



Welcome to IPN-ARC Conferences 2023

Dear Professor, Dr and distinguished delegates,

Welcome to the IPN Conferences and ARC Conference 2023 in Phuket, Thailand. 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 Phuket.

We believe that by this excellent conference, you can get more opportunities for further communication with researchers and practitioners. For the **ICBEE 2023, ICSSE 2023 and ICEST 2023** more than 30 submitted papers have been received and 15 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

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://ipnconference.weebly.com/>

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

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- Prof. Dr. Kei Eguchi, Fukuoka Institute of Technology, JAPAN
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- 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

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
15-17 March 2023
Phuket, Thailand

March 15, 2023	Venue:	1000 - 1200	Registration	
March 16, 2023	Venue:	0830 – 0845	Opening Remarks	Opening Remarks
		0845 – 1000	Plenary Speech 1	Keynote Speaker
		1000 – 1030	Group Photo and Coffee Break	
	Venue:	1030 – 1230	Session 1	
	Venue:	1230 – 1400	Lunch	
	Venue:	1400 – 1600	Session 2	
March 17, 2023	Lobby hotel	0800 - 1200	Networking	

Session 1
Time: 1030 - 1200
Venue:
Session Chair:

No	Paper ID	Presenter
1	003-icbee	The Performance of Youth SMEs in Malaysia during Post-Covid19: Conceptual paper N. S Azahar, S. Uthamaputhran,*, N. Bahari <i>University Malaysia Kelantan, Malaysia</i>
2	005-icbee	Predicting Entrepreneurial Intentions through Experiential Learning, Entrepreneurial Self-Efficacy and Entrepreneurial Attitude Mohit Taneja <i>Thapar Institute of Engineering and Technology, India</i>
3	006-icbee	The Importance of Research and Development of Virgin Coconut Oil in Food, Pharmaceutical, Nutraceutical and Cosmeceutical Industries Harisun Ya'akob, Noor Afiqah Amirmudin, Azila Abdul Aziz, Nor Farahiyah binti Aman Nor, Siti Alyani binti Mat, Rosnani Hasham@Hisam and Maryam Al-Batul Azizuddin <i>Universiti Teknologi Malaysia, Malaysia</i>
4	007-icbee	Women Micro-Enterprises Performance, Role of Social Capital, Locus of Control and Institutional Support on Entrepreneurial Orientation Nexus. A Conceptual Perspective Solomon Gbene Zaato, Mohammad Ismail, Noorshella Che Nawi, Sathiswaran Uthamaputhran, and Mohd Ikhwan Aziz <i>Universiti Malaysia Kelantan, Malaysia</i>
5	002-icest	Coastal Hazards Vulnerability Assessment in the Municipality of Obando, Bulacan Adapting the Coastal Hazard Wheel I.D.P. Baltero and K. Queaño <i>Mapúa University, Muralla St., Intramuros, Philippines</i>
6	004-icest	Characterization of the Transition Zone between Porphyry and Epithermal Deposits in Manila Mining Corporation Ntina Prospect, Placer, Surigao del Norte Bonete, J.M, Manalaysay, N.J., Arpa, M.C.B. <i>Mapua University, Muralla St., Intramuros, Philippines</i>
7	006-icest	The logical theory of relativity: For moving a body at the speed of light Sahib Dino <i>Secondary School Thul, Pakistan</i>

Conference Venue



Novotel Phuket City Phokeethra, Phuket, Thailand

40/5 Chanacharoen Rd, Tambon Talat Yai,
Mueang Phuket District, Phuket 83000, Thailand

Conference Secretariat Contact:
IPN Education Group Conference Management
No. 62, Suasana Damai
Bandar Darulaman
06000 Jitra, Kedah, Malaysia

Programme website:
www.ipneducationgroup.org

Note



List of Abstract

No	Paper ID	Presenter
1	003-icbee	<p>The Performance of Youth SMEs in Malaysia during Post-Covid19: Conceptual paper</p> <p>N. S Azahar, S. Uthamaputhran,* , N. Bahari</p> <p><i>Faculty of Business and Entrepreneurship, University Malaysia Kelantan, 16100 Kelantan, Malaysia</i></p> <p>Abstract: The infectious COVID-19 virus has ravaged our earth in 2019. This virus is to blame for Malaysia's economy decreasing drastically and the rest of the world according to Organisation for Economic Co-operation and Development (OECD). Numerous SMEs were impacted, and some of them were forced to close operations. The objective of this paper is to investigate the performance of SMEs during the post-pandemic through an effectuation approach and dynamic capabilities. Technological capabilities, knowledge development, and social capital are factors to be considered for this study. To achieve this objective, we reviewed the specialized literature and proposed a new model based in Malaysia after verifying the relationship between the relevant variables. This study will look at Youth SME companies that are already established in the domestic market and will use the quantitative method to do analysis. The findings of this paper will help the youth SMEs to encounter any uncertainty like Covid-19 in the future.</p>
2	005-icbee	<p>Predicting Entrepreneurial Intentions through Experiential Learning, Entrepreneurial Self-Efficacy and Entrepreneurial Attitude</p> <p>Mohit Taneja</p> <p><i>Thapar Institute of Engineering and Technology, India</i></p> <p>Abstract: This research paper is an attempt to probe the influence of Experiential learning (EL) in entrepreneurship on Entrepreneurial intentions (EI) of the students, concerning the mediation of Entrepreneurial self-efficacy (ESE). The direct influence of Entrepreneurial attitude (EA) on EI has also been examined to present a holistic perspective. The present research uses Linan and Chen (2009) scale to measure EI and EA. For EL a structured scale</p>

		<p>has been designed on the basis of Marshall and Merritt (1986); Kolb (1984); Honey and Mumford (1982). ESE a multi-item construct has been measured by using scale developed by McGee et al. (2009). Data were collected from 669 students, enrolled under entrepreneurial courses/programs. Punjab, Haryana, and National capital region (NCR) are the three Indian regions considered for the survey. The results highlight that there is a positive influence of EL on EI though β-value is low (0.042). While the β-value with mediation influence of ESE between EL and EI was 0.090 (0.697*0.130), which states that ESE mediates the relationship of EL and EI. Though EL directly influences EI, but it can be deduced that the impact of EL on EI magnifies when mediated by ESE. It was also found that there is a direct and strong influence of EA on EI (β-value 0.872). Even though EL influences EI of the students, but the relationship is stronger when mediated by ESE and there is a need to focus on EA, as it strongly influences the EIs of the students. Overall results have a bearing that EL; ESE & EA emerged as important predictors of EI and explained 89.6 % of variations in the model. The results imply that EL with mediation of ESE had more impact on EI. Thus there is need to focus on EL. Moreover, EA is also important in promoting entrepreneurial activities among students.</p>
3	006-icbee	<p>The Importance of Research and Development of Virgin Coconut Oil in Food, Pharmaceutical, Nutraceutical and Cosmeceutical Industries</p> <p>Harisun Ya'akob^{1,2}, Noor Afiqah Amirmudin³, Azila Abdul Aziz¹, Nor Farahiyah binti Aman Nor¹, Siti Alyani binti Mat¹, Rosnani Hasham@Hisam² and Maryam Al-Batul Azizuddin⁴</p> <p><i>¹Institute of Bioproduct Development, Universiti Teknologi Malaysia, 81310, Johor Bahru, Malaysia</i></p> <p><i>²Bioprocess and Polymer Engineering Department, Faculty of Chemical and Energy Engineering, Universiti Teknologi Malaysia</i></p> <p><i>³Department of Nanoengineering, Jacobs School of Engineering, University of California, San Diego, California, United States</i></p> <p><i>⁴Jardin Pharma Berhad, Sunway Subang Business Park, Shah Alam, Selangor, Malaysia.</i></p> <p>Abstract: Virgin coconut oil (VCO) is widely known as the purest and least refined form of coconut oil. Many claims the contents in VCO are beneficial for humans' health. VCO is accepted as natural functional food and has mostly been commercialized in the form of liquid or encapsulated in soft gels. VCO is also a popular ingredient used in the cosmeceutical industry, especially in hair and body care products. The percent usage of VCO increases tremendously over the years. The market demands for VCO is forecasted to be increased by 9% for the next five years. Even though many studies have been conducted on VCO, research and development studies in terms of processing, safety, efficacy, and benefits of VCO need to be continued to maximize the utilization of VCO and meet the needs of the market.</p>
4	007-icbee	<p>Women Micro-Enterprises Performance, Role of Social Capital, Locus of Control and Institutional Support on Entrepreneurial Orientation Nexus. A Conceptual Perspective</p> <p>Solomon Gbene Zaato, Mohammad Ismail, Noorshella Che Nawi, Sathiswaran Uthamaputhran, and Mohd Ikhwan Aziz</p> <p><i>Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia</i></p>

		<p>Abstract: This research proposed a framework on the interactive effect of Social Capital, Locus of Control and Institutional Support on the nexus of entrepreneurial orientation (EO) and micro-enterprises performance. As the level of empirical research is lacking on the elements identified in a single study. This study used the uni-dimension of EO encompassing the proactiveness, innovativeness, and the risk-taking proclivity of women micro-enterprises in developing novel jobs towards narrowing the economic disparities of people. The incorporated variables like Social Capital, entrepreneur's internal locus of control and Institutional Support relate to entrepreneurship as per extant literature. A quantitative research method will be utilised and with the help of the G-Power to establish the acceptable minimum sample size suitable for the study. Data will be obtained via purposive sampling technique and analysis done with the use of the Smart PLS-SEM software. The findings would provide vital value on the significance of the antecedent variables on the perceived financial and non-financial performance indicators of women micro-entrepreneurs. The study will be anchored on the model of strategic entrepreneurship, organisational learning and learning organisation theories stressing how their adoption by women micro-entrepreneurs could enhance optimal sustainable performance. The implications of this findings would be of great significance on women micro-entrepreneurs' performance, enabling them to compete well in this competitive business environment, evolve to SMEs and large business that will find their presence in the international market. Further, findings would provide direction for educators, policymakers and future research to enhance the optimal sustainable performance of women micro-entrepreneurs and in Malaysia.</p>
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